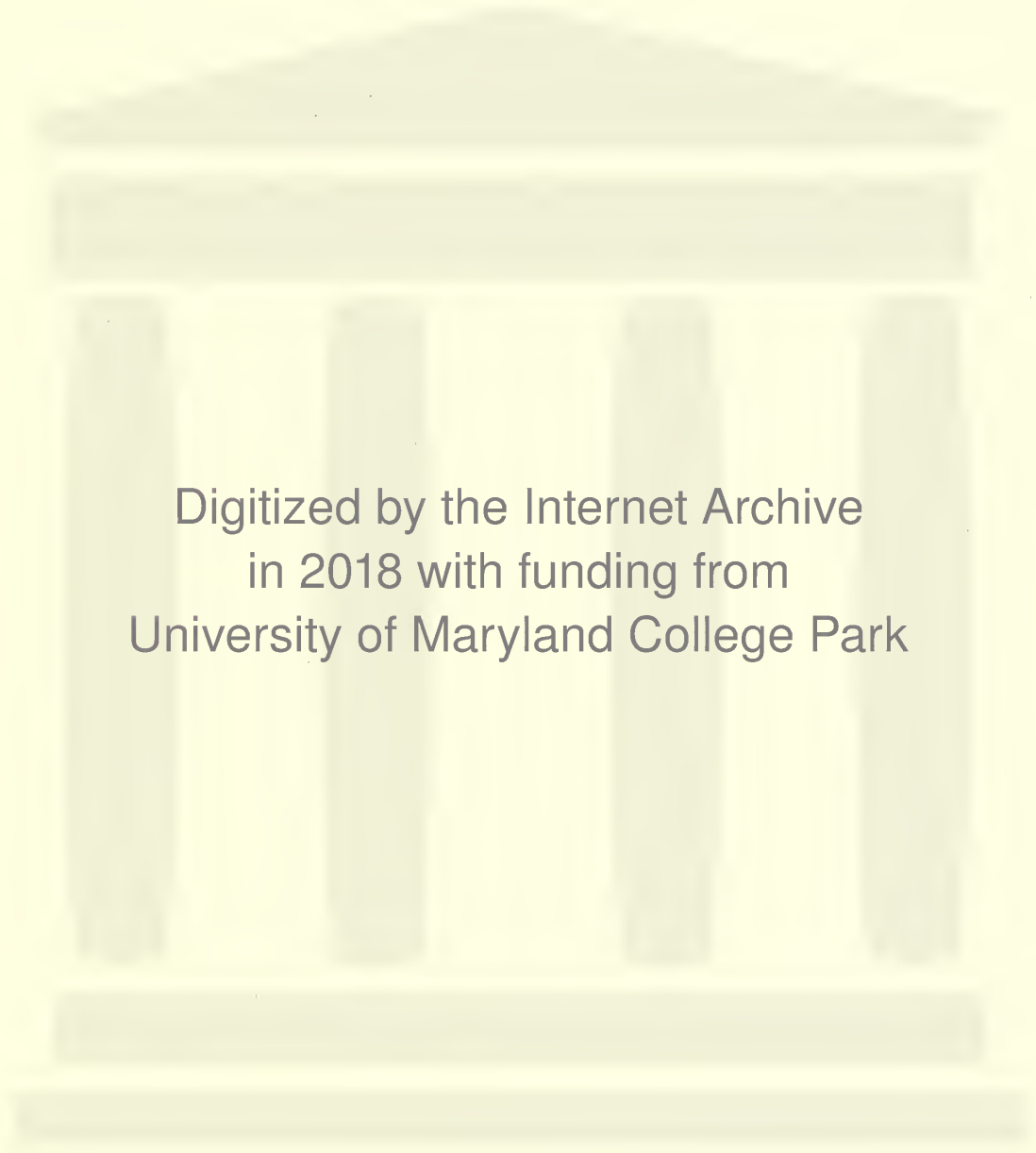
UNIV. OF MD COLLEGE PARK
3 1430 05357598 3

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

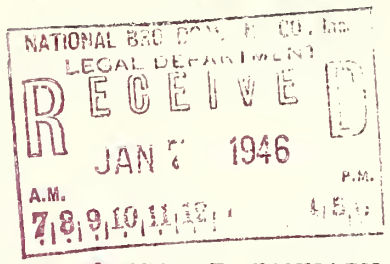

Digitized by the Internet Archive
in 2018 with funding from
University of Maryland College Park

https://archive.org/details/heinlradiobusine1946hein

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

LA + All Pts



INDEX TO ISSUE OF JANUARY 3, 1946

Predicts 1946 Will Be Broadcasting's Most Exciting Year.....1

Mark Woods Sees FM Sweeping U.S.; Clarifies ABC's Position.....2

G.E. To Use Television Bomb Know-How in Relaying FM.....3

Paul Porter Still Has Them Guessing About White House.....4
Army To Take Over Foreign Radio Propaganda Listening.....4

CBS Puts On The Gloves For Next Round In Color TV Fight.....5
Federal Radio Increases Capital Stock To $5,000,000.....5

To Again Urge Congress To Put Brakes On Petrillo.....6

Springs New Washington Statistics; Gets WTOP Sales Job.....7
If Truman Sends Message To Congress Televising Is Off.....7

Farnsworth Continues To Add To Staff.....8
A Secretary Who Will Look Up To Him.....8

FCC Orders New Reduced Radiogram Press Rates April 1.....9

U.S. Chamber Drafts Ryan, Trammell, Stanton On Advertising.....10
Charlesworth, Former Canadian Broadcasting Chairman, Dies.....10

Norman Baker Tries To Stage Comeback.....11

Scissors And Paste.....13

Trade Notes.....15

No. 1711

N Y K 8

January 3, 1946

PREDICTS 1946 WILL BE BROADCASTING'S MOST EXCITING YEAR

In a broadcast over the American Broadcasting Company's network New Year's night, Paul A. Porter, Chairman of the Federal Communications Commission painted a glowing picture of radio's prospects for the coming year.

"In the world of radio, this brand new year of 1946, is the year we may have been waiting for", Chairman Porter declared. "It could be the most exciting year in radio since the advent of broadcasting 25 years ago. During the next 12 months, the public will see the curtain rise on fascinating developments which heretofore have been largely confined to the discussion stage. Now they are to become thrilling realities for thousands of American radio listeners. I refer particularly to FM - Frequency Modulation - and to Television.

"FM is a new kind of broadcasting - free of interference and conveying the full tones of music and the human voice with life-like fidelity. This type of broadcasting got started in a small way before the war, but today it is poised for a rapid expansion. Whereas there are only about 50 FM stations on the air, I expect to see the number at least tripled or quadrupled during the next 12 months. Hundreds of additional stations will be under construction. Also during 1946 manufacturers will be turning out FM receiving sets - most of them of the combination type so that the purchaser can tune in not only the new FM stations but also the present type of station. You can judge how substantial the interest in this new FM service is when I tell you that some 800 concerns or individuals have applied to the Federal Communications Commission for permits to construct new stations.

"And then there is television. On this day of January 1, 1946, only a few Americans - a corporal's guard - have ever seen television. There are only nine television stations on the air. But during the months to come, that exciting new form of sight-and-sound broadcasting will make significant advances. Approximately 150 applications to build stations have already been received by the Commission. So great are the possibilities of this art for attracting the interest of the public that the leaders are confident of establishing it on a sound basis. By the end of 1946, thousands of additional Americans should be seeing sports contests, public events, plays and movies on a television screen in their warm and cozy living rooms.

"Much of the progress that I have briefed would not be possible without the inventions perfected in wartime laboratories primarily for the purpose of conquering the Nazis and the Japs.

"But of course there is more to broadcasting than its physical, technical structure. The achievements of the scientists and the technicians are a challenge to the producers of radio programs. They are a challenge to match technical progress with inventiveness, imagination, and public service responsibility in program development.

"The new year we are now entering will be a fateful one in America's history. We must decide complex problems of grave import. The American people during 1946 will turn increasingly to their radio - not exclusively for entertainment and culture - but also for information which will help us in fulfilling our responsibilities as citizens of this nation and of the world.

"Because of the necessity for us to participate intelligently in the democratic solution of national and world problems, and because of the technical developments just ahead, radio broadcasting could play a more important part in our lives during this new year of 1946 than ever before."

X X X X X X X X X X X X X X

MARK WOODS SEES FM SWEEPING U.S.; CLARIFIES ABC'S POSITION

Mark Woods, President of the American Broadcasting Company in clarifying ABC's position with regard to Frequency Modulation prophesies a very rosy future for FM. He not only sees it supplementing the present standard broadcasting in the cities but is of the opinion that the industry should not hold back on FM because of the stand taken against it by James C. Petrillo, President of the American Federation of Musicians declaring that this is but one phase of the problem which must be met.

Says Mr. Woods:

"So that there may be no misunderstanding as to the American Broadcasting Company's position with respect to Frequency Modulation, I want again to summarize that position.

"1. We believe that eventually FM will be the principal medium of broadcasting, particularly in urban areas. AM, because of its sky wave characteristics, will always be needed to provide rural service.

"2. We believe that, with few exceptions, every station operating on a regional or local channel can not only improve its service in the area which it now serves, but can extend its service area materially, especially at night.

"3. We believe that FM should eventually replace all local and regional stations in urban areas so that these local and regional channels can be available to provide rural service at higher power; so that these rural areas now with grossly inadequate

service should eventually have a wide selection of program services comparable to those now available in the cities.

"4. Just how long it will take to establish FM on a commercial basis depends upon the pattern that will be laid down by the FCC. The development of that pattern is now a matter of study by the FCC. The forthcoming clear channel hearings should be most helpful in aiding the FCC in the development of that pattern because the clear channel problem and the FM problem are interrelated.

"5. We urge every local and regional affiliate to apply for FM and to become active in its development.

"6. We believe that only through the establishment of FM can there be an equalization of facilities between the networks and provision for additional program services.

"7. We do not believe that the radio industry should draw back from FM because of Mr. Petrillo's recent edict. That edict is but one phase of an overall problem which involves the broadcasting industry as a whole. The whole problem must be met and solved by the entire industry."

X X X X X X X X

G.E. TO USE TELEVISION BOMB KNOW-HOW IN RELAYING FM

Development and manufacture of components for the television bomb recently announced by the armed forces provided the General Electric Company with valuable background used in the development of the nation's first 2000 megacycle radio relay equipment.

This has been revealed by the Electronics Department of General Electric with the disclosure that its engineers are now testing the television picture link of the microwave relay equipment between the studios of television station WRGB in Schenectady and its transmitter 12 miles away in the Helderberg Mountains.

The equipment will be used in cooperation with International Business Machines Corporation for testing an experimental network for relaying postwar television and simultaneously other electronic services such as FM radio, facsimile and radiotype machine reports between Schenectady, New York, Philadelphia, Baltimore and Washington.

The microwave equipment consists of a low-power microwave FM transmitter, a microwave FM receiver and a highly directional transmitting and receiving antenna system.

X X X X X X X X X

PAUL PORTER STILL HAS THEM GUESSING ABOUT WHITE HOUSE

If Paul Porter, Chairman of the Federal Communications Commission is to join the White House secretarial staff, he is keeping very quiet about it. In one quarter this is construed as indicating that he is still considering the offer President Truman is known to have made to Mr. Porter to become one of his aides. In another the fact that the Chairman is going about his present duties so diligently and apparently laying plans for the Commission's work in the coming year is taken as evidence that he expects to remain with the FCC. President Truman can, of course, draft anyone he wants in the government service but exactly how much pressure he has put on Paul Porter or whether he is still seeking his services is not known.

In the meantime critics of the Administration comment on what the recently returned columnists Joseph and Stewart Alsop call "the poverty of President Truman's personal staff". They go on to say:

"The need for stronger assistance is felt by Truman himself, who complains constantly of his inability to secure first-class men for the Government. Efforts have been and are being made by Bob Hannegan, among others, to introduce into the White House such men as the exceedingly able young Chairman of the Federal Communications Commission, Paul Porter.

"Yet the gaps remain unfilled. Truman keeps about his his private cronies - George Allen, Captain Vardaman, the unfortunate Brigadier General Vaughan - men of the sort to be conspicuous good fellows of a State convention of the Legion."

X X X X X X X X X

ARMY TO TAKE OVER FOREIGN RADIO PROPAGANDA LISTENING

The Army will take over the world-wide monitoring service previously handled by the FCC's Foreign Broadcast Intelligence Service for the continuance of which Congress recently failed to appropriate funds. Listening to broadcasts of foreign countries, especially those of the enemy, proved to be a valuable service not only to the Army but the Navy and the State Department as well.

The personnel and equipment of FBIS will be shifted to the War Department. Except for the transfer for administrative purposes, the 200 translators, editors and technicians will continue in the same status.

The Military Intelligence Service of the War Department will be expanded to take in the monitoring service.

X X X X X X X X X

CBS PUTS ON THE GLOVES FOR NEXT ROUND IN COLOR TV FIGHT

As had been predicted members of the press wouldn't have to wait long for the Columbia Broadcasting System's counter-move to the recent RCA-NBC television demonstration which carried with it a display of colored pictures. With regard to the latter, Brig. Gen. David Sarnoff said that while much progress had been made in black and white television, no real advance had been made since the war began in color and that no real development would be made until the present mechanical methods could be supplanted by an electronic system and that it would be at least five years before anything could be expected along this line.

Since Columbia has been the leading advocate of color television, Paul Kesten, CBS Executive Vice-President of course didn't allow that one to get by. He declared that Mr. Sarnoff's estimate was a safe one since it was about three or four years more than Columbia thought it would take.

Evidently to prove this and that progress has really been made during the war, an invitation has been extended to radio editors by Col. Lawrence W. Lohman, Vice-President in charge of CBS Television, to a showing of high-definition television in full color, broadcast in ultra high frequencies which will take place in New York Friday, January 11th.

X X X X X X X X

FEDERAL RADIO INCREASES CAPITAL STOCK TO $5,000,000

The Federal Telephone and Radio Corporation has increased its capital stock from $3,000,000 to $5,000,000. The additional $2,000,000 was subscribed for in cash by the International Telephone and Telegraph Corporation. All of the capital stock of FTR is owned by I. T. & T.

Federal Telephone and Radio also stated that it had repaid completely its bank loan borrowings for war production purposes under V-Loan regulation. The final repayment totaled $7,000,000. The company's V-Loan had a ceiling of $22,000,000 and a maturity date of December 31, 1946. The peak borrowing under the loan totaled $21,500,000 in January, 1945.

During the war virtually the entire output of Federal Telephone and Radio went to the Armed Forces of the United States and its Allies. Peak sales on an annual basis approximated $100,000,000 toward the end of hostilities, with more than 95 percent of this output of communications and electronic equipment going direct to military channels.

X X X X X X X X X

TO AGAIN URGE CONGRESS TO PUT BRAKES ON PETRILLO

Once more the anti-Petrillo forces are turning to Congress for some relief. This is the main topic of discussion at a meeting of the Board of Directors of the National Association of Broadcasters in Los Angeles today (Thursday). Also considerable encouragement is being given by Representative Lea (D), of California, Chairman of the House Interstate Commerce Committee.

The California said he will call his Committee into executive session immediately after Congress reconvenes January 14 to vote on a bill titled "to prevent control of broadcasting by coercive practices".

This development followed closely a new demand by Mr. Petrillo that broadcasting of foreign musical programs in this country - except those originating in Canada - stop after December 31. Mr. Petrillo also is demanding that local radio stations employ more musicians.

Mr. Lea said the bill before his committee proposes new sections to the penal provisions of the Federal Communications Act.

"Those provisions", he told reporters, "would penalize certain coercive practices which compel the hiring of a greater number of employees than wanted by a broadcaster or the exaction of tribute against the broadcaster for the use of certain materials, including transcriptions or chemical or electrical reproductions, and the use of such coercive methods to prevent non-compensated employees from participating in a non-commercial educational or cultural program."

In the meantime Dr. Joseph E. Maddy has demanded a public hearing on charges brought against him and his music camp at Interlochen, Michigan, by Petrillo.

Dr. Maddy, President of the Camp, has been summoned before the Federation's Executive Board in Chicago January 15th to show cause why he should not be expelled from the Union for teaching at the camp, which the AFM placed on its "unfair list" last Summer.

Dr. Maddy said he would ask that the Board consider in public not only his expulsion but also Petrillo's action in ruling Interlochen broadcasts off the air.

X X X X X X X X X X

Expansion of industry on the Pacific Coast, and particularly in the Los Angeles area, will mean millions of dollars more for Pacific Coast radio, believes Sydney Gaynor, General Sales Manager of the Don Lee network. Mr. Gaynor is convinced that West Coast radio is in for its biggest boom in history.

X X X X X X X X X

SPRINGS NEW WASHINGTON STATISTICS; GETS WTOP SALES JOB

Maurice B. Mitchell has been appointed Sales Manager of WTOP, CBS' 50,000-watt outlet in Washington by Carl J. Burkland, General Manager.

A newcomer to the Capital, Mr. Mitchell has attracted attention by his originality on several occasions. One of these was by an amusing illustrated booklet which he published entitled "So You Think You Know Washington?"

One of the chapters was captioned, "So the war made a boom city out of Washington?" Mr. Mitchell's answer was "Not at all. There never has been a 'boom' in Washington. It's just an amazing prosperous and depression-proof community." This the author undertakes to prove by some surprising statistics. "So everybody in Washington works for the Government?" is the caption of another chapter with Mr. Mitchell banging back that in 1944 there were 287,000 Government workers as against 331,500 non-Government workers. Other questions which Mr. Mitchell sets up as straw men to knock down are "So grass will be growing in Washington streets?" "So Washington's fat payroll is a wartime freak?" "So Washington is only an aspirin market?" "So Washingtonians keep house in a hatbox?" (which incidentally "Mitch" came near having to do as he had a terrible time trying to find some place to live.) "So now everybody's going home, now that the war's over?" "So Washingtonians spent all their money on a wartime spree?", and "So you've been selling Washington short?"

The new WTOP Sales Manager has been serving as Sales Promotion and Publicity Manager of the station since his release from the Armed forces early this past year. Prior to service in the Army, he spent ten years in newspaper work, the last six with Gannett newspapers in Rochester, Ogdensburg and Albany, N.Y. He was National Advertising Manager of The Albany Knickerbock News, Advertising Manager of the Ogdensburg Journal, Yorkville Advance and Gouverneur Tribune-Press, and served also on the advertising staffs of the Rochester Democrat & Chronicle and New York Times.

X X X X X X X X X

IF TRUMAN SENDS MESSAGE TO CONGRESS TELEVISING IS OFF

Plans to televise President Truman when he delivers his annual message to Congress Tuesday, January 15th, received a setback when Press Secretary Charles G. Ross said Wednesday at the White House that it was by no means certain that the President would go to Capitol Hill in person. Mr. Ross said that he "may or may not go" and that, therefore, it should not be taken for granted that the event would be pictured in television.

It was later reported on the Hill that Mr. Truman would not deliver the January 15th message in person but would send it by messenger.

X X X X X X X X X

FARNSWORTH CONTINUES TO ADD TO STAFF

John R. Hughes has been appointed Assistant Sales Manager of the Farnsworth Television and Radio Corporation, and Stanley A. Morrow Assistant Manager of Advertising and Sales Promotion.

For 12 years Mr. Hughes was associated with Philco Corporation as a sales representative of the home line, special representative of the custom built automobile radio and left the company in 1941 as a field service engineer. After leaving Philco he engaged in business for himself in the distribution of appliances and radio equipment.

In 1942 he closed his business and for approximately one year was associated with the War Department Air Service Command as an associate radio engineer, having supervision over airborne radar equipment.

Mr. Morrow, a World War I and II veteran, worked for two years for Henri, Hurst & McDonald Advertising Agency in Chicago and left them to accept a position as Advertising Manager of the Cable Piano Company of Chicago.

Because of his extensive merchandising background in the field of musical reproduction instruments, he was elected President of the Chicago Piano and Organ Association, said to be the oldest trade association in the United States.

X X X X X X X X

A SECRETARY WHO WILL LOOK UP TO HIM

It is well known that no man is a hero to his secretary but Miss Gladys Hall, new secretary to A. D. "Jess" Willard, Executive Vice-President of the National Association of Broadcasters, will have to look up to him due to the fact that Jess is more than 6 feet tall and Miss Hall is pony ballet size.

Apparently this hasn't handicapped either as they both have gone a long way since they were associated together at old WJSV in Washington. Miss Hall was secretary to Harry C. Butcher for 10 years prior to his entering the Navy. After that she took over as secretary to Earl Gammons, who succeeded Mr. Butcher as head of the CBS Washington office.

Since Captain Butcher's return, Miss Hall has been assisting him in writing his book, "My Three Years With Eisenhower."

X X X X X X X X X X

FCC ORDERS NEW REDUCED RADIOGRAM PRESS RATES APRIL 1

The Federal Communications Commission Wednesday requested American international telegraph carriers to report by January 18, 1946, on their plans for instituting the sharply reduced rates including those of the press, between the United States and British points agreed to at the recent Bermuda Telecommunications Conference. The reductions must go into effect as soon as possible and not later than April 1st.

The new maximum rate for ordinary messages between all points in the United States and all points in the British Commonwealth is to be 30 cents per word and six-and-a-half cents per word for ordinary press messages. Existing rates between gateway cities in the U.S. and British points are as high as $1.05 per word for ordinary messages and 41½ cents per word for ordinary press messages. British carriers will put similar reductions into effect simultaneously.

Existing rates which are now below these maximum rates - such as the 20 cent ordinary rate and the 3 cent press rate from New York to London are not to be increased.

The Commission also announced steps to authorize the establishment, on a permanent basis, of certain direct radio circuits to British points, as provided for in the Bermuda agreement.

British policy has been to permit communication with Empire points, with the exception of London, only over British circuits. As a war measure, the British permitted the establishment of direct radiotelegraph circuits between the United States and various British points, but restricted the operation of these circuits to the duration of the war plus six months.

At present, R.C.A. Communications, Inc., and Mackay each operate circuits to Australia, New Zealand and India under this arrangement, and Press Wireless is similarly authorized to communicate with Australia, but has not established a circuit.

According to the Bermuda Agreement, one circuit to each of the foregoing countries is to be retained on a permanent basis. The Commission has ordered an investigation and a public hearing to determine which company shall be authorized to operate each circuit.

The order also provides that any radiotelegraph carrier desiring to establish and operate radiotelegraph circuits from the United States to Ceylon, Hong Kong, Jamaica, Palestine, Singapore, South Africa, Greece and Saudi Arabia may file appropriate application showing why the applicant is best qualified to operate the circuit. In the latter two nations, the British have heretofore had exclusive arrangements which under the terms of a separate protocol at Bermuda have been renounced. The Bermuda Agreement provided for the possible establishment of direct circuits for the U.S. to each of the foregoing points, which at present are served only by indirect cable facilities.

Chairman Paul A. Porter Wednesday described the Commission's action as a significant milestone in the Commission's campaign for expansion of American communications.

"The Commission has been particularly concerned that high rates and the indirect routing of communications should not be bottlenecks in this period of expanding international cooperation and world trade.

"Cheap, rapid communication can be a powerful tool for the building of world trade. The reduced press rates will mean that newspaper readers in America and in large sections of the globe outside America will have the benefit of an exchange of news on a greater scale than ever before. More publications may now find it possible to maintain special correspondents abroad. Press associations can more easily expand their services. This is especially significant at a time when international affairs loom so large in the news.

"The Commission will continue its efforts to obtain rate reductions and improved facilities in other areas in accordance with the policy and principles of the Communications Act for making available to all the people of the United States a rapid, efficient world-wide wire and radio communication service with adequate facilities at reasonable charges."

X X X X X X X X

U.S. CHAMBER DRAFTS RYAN, TRAMMELL, STANTON ON ADVERTISING

To represent the broadcasting industry, the Chamber of Commerce of the United States has named J. Harold Ryan, former President of the National Association of Broadcasters, Niles Trammell, President of the National Broadcasting Company, and Frank Stanton, Vice-President and General Manager of the Columbia Broadcasting System, to serve on the new Committee of the National Chamber Domestic Distribution Department in its expansion of service to the advertising industry.

The Committee, which is composed of the leading advertising men of the country, will hold its first meeting in New York Tuesday, January 29th.

X X X X X X X X X X

CHARLESWORTH, FORMER CANADIAN BROADCASTING CHAIRMAN, DIES

Hector W. Charlesworth, journalist and first Chairman of the Canadian Radio Broadcasting Commission, died in Toronto last Sunday of a heart attack.

Mr. Charlesworth was Chairman from 1932 to 1936 of the CBC, organized in 1932, with absolute control over radio transmission. His selection for the post was greeted with approval even by those who had opposed Government monopoly in the field. He retired in a reorganization of the Commission. He was 73 years old at the time of his death.

X X X X X X X X X

NORMAN BAKER TRIES TO STAGE COMEBACK

Westbrook Pegler, writing in the Washington Times-Herald today, has this to say concerning Norman Baker, twice convicted by the Federal courts once for making and transporting across the border into Mexico without permission from the Federal Communications Commission a phonograph record, said to deal with a method by which Baker claims to have cured external cancer; and next convicted of using the mails to defraud in the operation of a hospital at Eureka Springs, Ark.

"Norman Baker, of Laredo, Tex., has filed a petition with the Federal Communications Commission, in Washington, charging that the Alamo Broadcasting Company, of San Antonio, by underhanded methods obtained physical possession of important broadcasting equipment, the property of CIA, Industrial Universal de Mexico, at Nuevo Laredo, Mexico.

"The Alamo station is the most important single property of the Texas State Network, organized by Elliott Roosevelt. The network's stock, represented to be worthless in January 1942, recently was valued at $100 a share. Baker's petition alleges that on the basis of the acquisition of this equipment, the FCC "in an unprecedentedly short time, and without notice or opportunity for any interested parties to be heard, granted Alamo Broadcasting Company a construction permit." Such equipment was frozen by war regulations at the time. Baker's petition charges that the FCC gave Alamo the permit on the understanding that Alamo would use in its improved station a transmitter and other apparatus acquired from the Mexican company whose station was known as XENT.

"Baker has a record of two convictions in the Federal courts, both set forth in the petition. In the first case, in 1936, he says the FCC instigated an indictment charging him with making and transporting across the border into Mexico without permission from the FCC a phonograph record which was played on XENT. He was sentenced to four months in Jail and fined $2,000. The petition says the conviction was reversed by the circuit court of appeals on the ground that FCC's regulation was invalid.

"Although he does not say so, there is reason to assume that the phonograph record dealt with a method by which Baker claims to have cured external cancer. He was next convicted of using the mails to defraud in the operation of a hospital at Eureka Springs, Ark. He was sentenced in January 1940 to four years in prison and fined $4,000.

"He lay in jail 14 months, for which he received no credit, while his appeal was pending. He then went to Leavenworth on March 22, 1941, and he was released on July 19, 1944. At that time he was on probation and could be sent back to Leavenworth at the whim of the Department of Justice to serve out his remaining 11 months of 'good time', so he lay low until he was out of jeopardy. Baker insists that he had available as witnesses many persons whom he had cured.

"He seemed to be convinced that he can cure cancer and to have suffered severely, but whether he is a mercenary quack, a mistaken zealot or a martyr to prejudice remains a matter of opinion. He relates that even before he set up his station in Laredo, the FCC revoked his license for a station in Muscatine, Iowa.

"Baker's petition says that some time in 1941, he being in jail, a trusted employee of XENT delivered to representatives of Alamo an option to buy the Mexican station. And, he says, under that option the Mexican firm did deliver part of the equipment to Alamo. Thus, he says, he was put out of business at last, a result long desired by the FCC, and Alamo was enabled to apply for a better frequency and increased power while other stations were unable to obtain such advantages because of the 'freeze'.

"Returning to Laredo in July 1944, he charges, he was warned by persons unnamed that if he tried to prevent the physical transfer of the apparatus across the border he might be arrested for violation of his probation or prosecuted in a tax case.

"Nevertheless, Baker states, he notified the Mexican government which forbade the exportation of the equipment during the war. This, he says, delayed delivery and compelled Alamo to ask the FCC for extensions of time for the completion of its improvements.

"However, Baker alleges, 'in April 1945, the Alamo Broadcasting Company, its agents, officials, servants and employees went to Nuevo Laredo and loaded four large trucks with said transmitting and other radio equipment, preparatory to crossing the bridge under cover of night.' He therefore started action in a Mexican court for an injunction, but 'as the result of well-known tricks, artifices and devices common to the Mexican border, said trucks did move across the bridge approximately 30 minutes before' the papers were delivered.

"However, he says, the injunction did prevent the removal of one large Deisel and generator, two 300-foot towers, wires and parts of the antenna system. This property, he says, is now under attachment to prevent its removal.

"Baker seems inconsistent, although he may be only unclear, when he states later that Philip R. Overton, of Austin, Tex., attorney for Alamo, arranged permission for him to spend 15 days in Mexico. He says this was insufficient time for him to investigate thoroughly and that the visit was restricted to such duration 'as was intended to serve the interests' of Overton, Alamo and Gene Cagle, the general manager of the Texas State Network, now largely the property of Elliott Roosevelt's former wife, since remarried and known as Ruth Eidson. He does not explain why Overton would have helped him to enter Mexico at all.

"Cagle owns 500 shares of Texas State Network which he bought for $5,000. They are now worth about $50,000. Baker says the increase is attributable to the FCC's permit to increase the power of Alamo's Station KABC from 250 to 50,000 watts. Elliott Roosevelt, in the investigation of his loans, said Cagle had done fine work rehabilitating Texas State Network, Elliott said nothing about any acquisition of XENT's equipment by Cagle.

"It may be remembered that stock which Elliott had pledged for loans was wheedled back into the custody of President Roosevelt by Jesse Jones on representations that it was worthless and that this stock, now worth about $250,000, defrayed Elliott's obligation for alimony and child-maintenance."

X X X X X X X X X

SCISSORS AND PASTE

Obstacles Seen for Congressional Broadcasts
("Washington Post")

Before "Congress in Action" - Nationwide broadcasts direct from Capitol Hill - goes on the air, several technical obstacles will have to be hurdled.

The program was suggested by Senator Claude Pepper (D), Fla. to the Joint Congressional Reorganization Committee. It would be a biweekly feature, probably broadcast at night.

First, the radio experts maintain, to give a true picture of Congress, television would have to be used. Then the customers would know how the "boys" in the cloakroom were making out.

When the average Congressman makes an average speech, he is lucky if a baker's dozen of his colleagues attend. And many of these often kill time reading newspapers, holding whispered conferences - or maybe dozing a little. Television is the only thing that would get that across to the radio audience, they claim.

Another question that must be settled is, "Who gets to broadcast?"

Congressmen aren't exactly shy about airing their views. And the radio specialists think a program director couldn't be anything less than a master diplomat.

And then suppose you had another brawl like the one Representatives John E. Rankin of Mississippi and Frank E. Hook of Michigan staged last February when the two finished off a salty exchange of profanity with a fancy, one-minute slugging match?

The American Federation of Radio Artists, which controls the jobs an announcer handles, might have a question:

"Could the regular announcer handle the assignment or would a sports announcer have to be rushed in to take over?

Some of the legislators would have the jump on their fellow artists. Senator Lee O'Daniel (D., Tex.) - who has done a little radio work in connection with biscuits - is no novice. Senator Glenn Taylor (D., Idaho) might be prevailed upon to fill in "dead spots" with a guitar solo. And Representative Luther Patrick (D., Ala.) used to run a "wake-up" program.

Average Person Thinks $150 About Right For TV Set
(Gallup Poll)

The price which the average man expects to pay for his set is about $150. This is for a set which would give satisfactory service, and the price of $150 is what the average man says he would consider low enough to interest him in owning a television set.

The present range of television set prices is from $150 to about $1500, according to an industry spokesman.

The range of prices given as fair by the public is shown in response to the following question:

"What would you regard as a fair price for a television set - that is, one that would be good enough to give satisfactory service and low enough in price to interest you in buying?

The replies:

Under $100	16%
$100	18
$125	5
$150-$195	17
$200	12
$250	6
Over $250, but under $500	7
$500	1
Over $500 (estimates ran to over $5000)	1
Don't know	17
	100%

About one out of every six interviewed said they did not know what television is.

- - - - - - - - - - - - -

Ralph Atlass Aids Free Speech But Doesn't Hold the Bag
("Variety")

Possible nation-wide solution to the current to-do over giving unions and suchlike groups air time to present controversial issues was offered last week by Ralph Atlass, owner of WIND in Chicago, who announced he'll dish out all the time needed by such groups, sans any censorship of scripts beforehand by the station, but that those with axes to grind will have to post a bond of $100,000 in order to protect himself and his station against any possible libel.

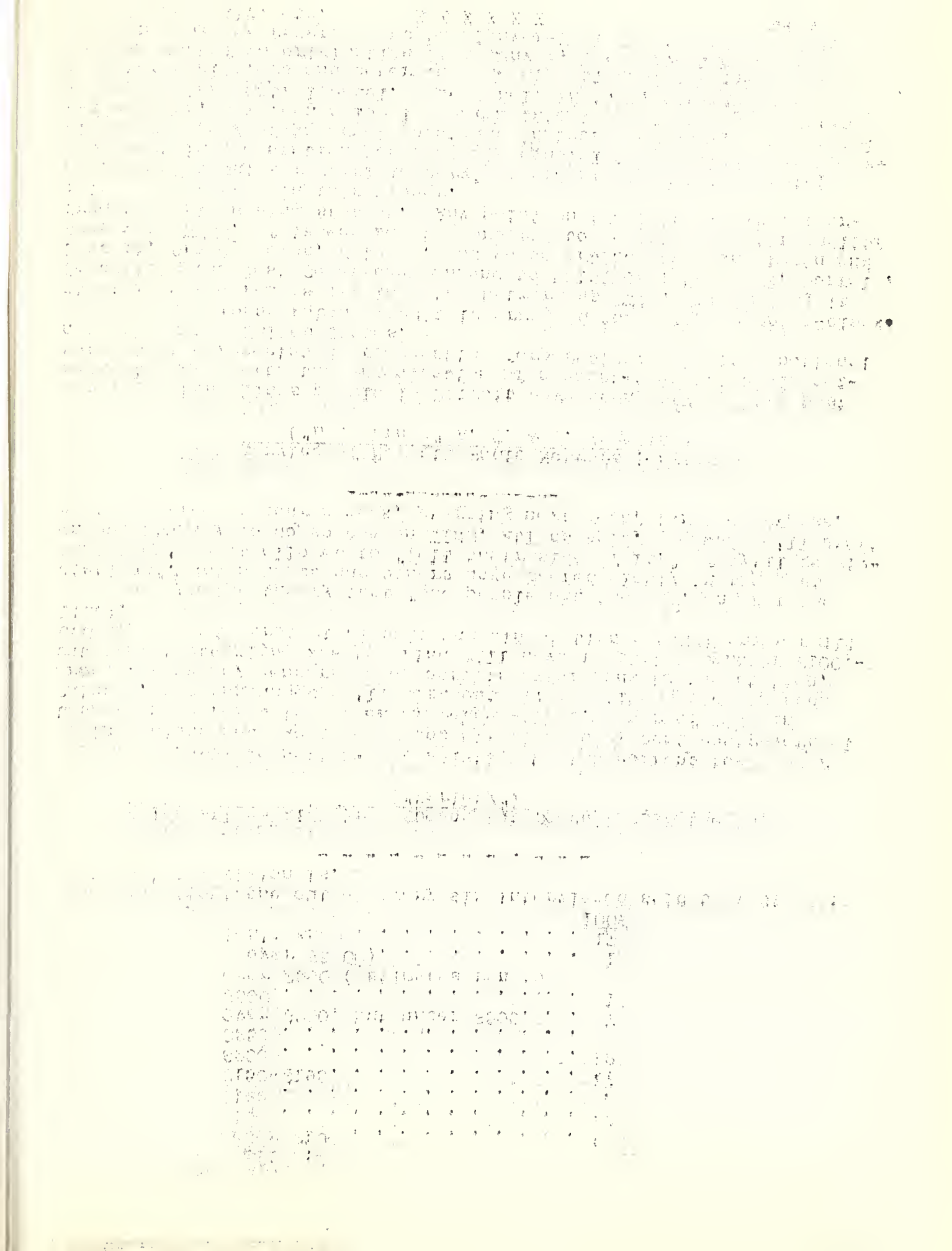
On the theory that "the people own the air, and not the stations", union heads and others have beefed plenty in the past that they're not allowed to "tell their side of it." They'll be given opportunity to do so now on WIND, Atlass said, because he'll start setting aside an hour a week, starting next week, for the purpose.

Wire Service of New 5th Radio Network Described
("Long Lines" A. T. & T. Magazine)

Long Lines people in Detroit have been busy for the past several months with the organization of a coast-to-coast radio network for the Associated Broadcasting Corporation, the fifth national network in the United States.

The round robin circuit is arranged to operate counter-clockwire; if a program is fed into the network at WWDC, Washington, it feeds both the West Coast section and to Baltimore, New York, Buffalo, Detroit, Grand Rapids, Chicago, and so on around the round robin and back into WWDC. This enables the program to be monitored for quality from the originating station. Any point on the round robin may originate a program in this manner.

The quick reversible services are arranged with special equipment in the station testrooms to control the direction of transmissions by any of the radio stations in those sections. For example, KMYR-Denver, may feed a local program into the network by operating its switching control panel. The panel, in turn, operates relays at repeater amplifiers and determine the direction of the transmission. In the case of an origination from Denver, the Denver-Grand Rapids section would be reversed and the Denver-West Coast section would operate normally, etc. X X X X X X



TRADE NOTES

As yet Mayor O'Dwyer has neither denied nor confirmed the report that he expects to sell New York City's Municipal broadcasting station WNYC which former Mayor LaGuardia used to such great personal advantage.

Elliott Roosevelt has denied that he recently acquired an interest in a proposed new 250 watt radio station in Camden, Ark. He was reported to be the Vice-President of the company holding 5% of the stock, the value of which was said to be $500.

Patrick Schuette, son of Oswald F. Schuette, Washington RCA consultant, was killed in an automobile accident in the Capital last week. Mr. Schuette, who was in the U. S. Maritime Service and home on a Christmas furlough, is survived besides his father and mother, by two sisters and three brothers.

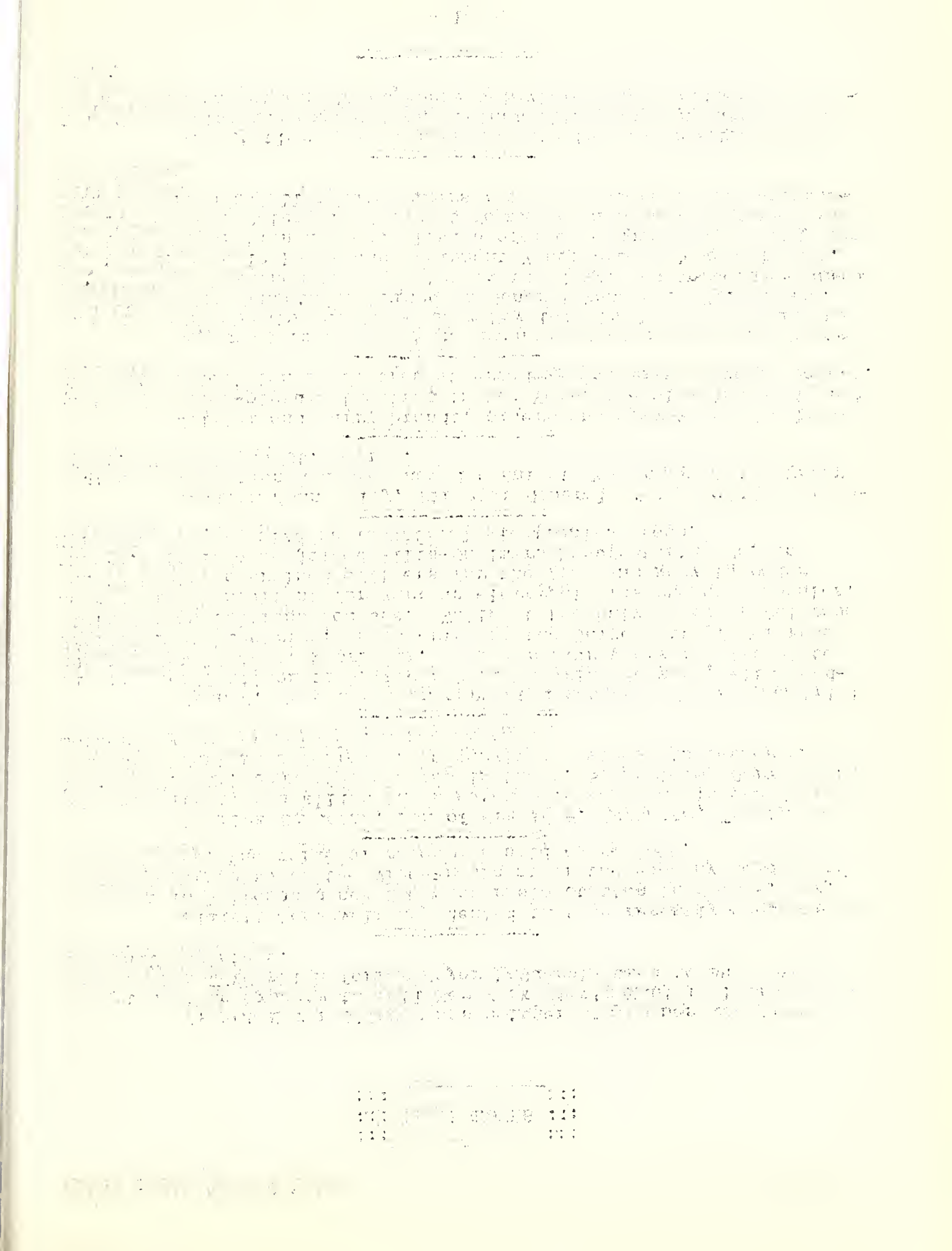
John M. Cage has been appointed Manager of the Industrial Electronics Division of Raytheon Manufacturing Company, with headquarters at Waltham, Mass. Mr. Cage for four years was Associate Professor of Electrical Engineering at the University of Colorado giving communications courses. While at the University of Colorado he was also consultant for various electronic instrument companies, and in addition trained officers for the Army and Navy in radar theory. In 1943 he joined Allis-Chalmers Manufacturing Co. in Milwaukee to organize an industrial electronics group.

William John Haley, Director General of the British Broadcasting Corporation has been named a Knight Commander of the Order of St. Michael and St. George.

William and Harry Brandt, owners and operators of a large chain of motion-picture theatres in New York, are planning a big net unit with television facilities at Broadway and Sixty-seventh Street.

Progress is reported in arrangements for the Radio Parts and Electronic Equipment Trade Show May 13th in Chicago through the appointment of Kenneth C. Prince as General Manager. Mr. Prince, who has just returned from service in the Navy, was formerly counsel for the Electronic Parts and Equipment Manufacturers' Association. The Show Corporation has established office headquarters at 221 North LaSalle Street, Chicago. Contract forms are now in preparation and will be mailed to all manufacturers who are members of the sponsoring groups.

The Statler Hotel system is watching the development of television with the expectation of installing sets in guest rooms in New York and other cities where television broadcasts are available.



W. A. Ayres, of Kansas, became Chairman of the Federal Trade Commission on January 1, to serve during the calendar year 1946. Commissioner Garland S. Ferguson, of North Carolina, becomes Vice Chairman.

Commissioner Ayres has been a member of the Commission since 1934 when he was appointed by President Roosevelt to fill the unexpired term of Commissioner James M. Landis. He was appointed for the full seven-year term in 1940. He becomes Chairman for the third time, the office rotating annually among the five members.

The Board of Directors of Philco Corporation has changed the name of Philco Radio & Television Corporation, a wholly-owned subsidiary which handles the national distribution of Philco products in the United States to Philco Products, Incorporated.

One of the items in the five year construction program set by the Pacific Telephone & Telegraph Company and subsidiaries, involving an expenditure of an estimated $400,000,000, will be the construction in 1946 of a coaxial cable from the Colorado River to Los Angeles, to permit transmission of television programs transcontinentally.

Appointment of Michael J. Boscia to the newly-created post of Manager of Operations for CBS Press Information was announced this week by George Crandall, Director of the Department. With the exception of a ten-month interval, Mr. Boscia has been with Columbia since December, 1941. Before joining CBS, he was with the Advertising Department of Twentieth Century-Fix Film Corporation.

Two short announcements by Station WRC in Washington that a local shoe store had 1,000 pairs of Nylon stockings, tied up nearly every residential telephone exchange in the District of Columbia and nearby Maryland and Virginia for more than an hour Wednesday night.

Widespread use of what is described as a new Philco Advanced FM system in broadcasting television, communications, and industrial electronics, as well as in home radio receivers and radiophonographs, is predicted by John Ballantyne, President of Philco Corporation, who describes this invention as the "first major postwar advance in the radio art available to the public."

"The Philco Advanced FM system is built around a new seven-element vacuum tube and circuit that comprise the first true FM detector ever invented", Mr. Ballantyne stated.

"Advanced FM offers two major advantages in radio reception. First, this new circuit affords greater purity and clarity of tone because it refuses to receive both natural and man-made noise. The conventional FM receiver seeks to eliminate noise by the use of two limiter tubes and then requires a third tube, called a discriminator, to complete the process."

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

~~LA~~ + All Atts

NATIONAL BROADCASTING CO., INC.
LEGAL DEPARTMENT
RECEIVED
JAN 10 1946
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

INDEX TO ISSUE OF JANUARY 9, 1946

Farmers Out Of Luck On FM Unless New Band Added - McDonald.....1

FCC "From Missouri" Reopening FM; Faced Stubborn Fight.....2

President Truman Begins To Sound Very Natural Over The Air.....4

FCC Gives Applicants Latitude In Specifying Frequencies.....5

BMB Now Has 602 Stations; Right On Schedule Says Ryan.....6
IRE To Hear About Engineering Aspects Of Atomic Bomb.....6

Broadcasters Praised For Weeding Out False Advertising.....7
New Mayor To Keep New York City's Station Another Year.....7

RCA Communications Made War History; Words In Millions.....8

Newspaper Circulations Up 6.4%; Broadcasts Credited.....9

Col. Gillingham (Formerly Of FCC) Wins Legion Of Merit.....10
ABC Honors The Donor Of Its Name.....10

Applications Received And Action Of FCC.....11

First TV and FM Microwave Link Soon; Lower Cost Promised.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1712

Lyle KG

January 9, 1946

FARMERS OUT OF LUCK ON FM UNLESS NEW BAND ADDED - McDONALD

One of the strongest arguments advanced by Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, in his successful plea to the Federal Communications Commission to hold a further hearing in the hope that more space might be given to frequency modulation was that if it were confined to the 100 megacycle band as at present, the rural population of the United States would largely be deprived of FM.

When asked to comment upon the Commission's granting his request that a hearing be called (the date for which was subsequently set for Friday, January 18th), to consider assigning the 42-50 megacycle band to FM in addition to the existing allocation of 88-108 megacycles, Commander McDonald said:

"The order is based on newly developed factual data which were not before the Commission in its FM hearings of the past year. Nor were these data before the Commission in June, 1945, when it issued the decision placing FM in the 100 megacycle band.

"As there had been little broadcasting experience in the 100 megacycle band, the FCC in May, 1945, requested Zenith Radio Corporation to cooperate with the Commission by making extensive comparative tests of the 50 and 100 megacycle bands in the Midwest for comparison with similar eastern tests being conducted simultaneously by the Commission between New York and Andalusia, Pennsylvania. This we did at an elaborate testing and calibrating station which we set up at Deerfield, Illinois. We made our tests in conjunction with the Milwaukee Journal transmitting station on both the 50 and 100 megacycle band.

"The full and complete findings of these actual tests, and our comparisons with their Andalusia tests, were not reported to the Federal Communications Commission until Friday, December 28, 1945.

"The findings in these new tests indicate that FM transmitters operating in the 100 megacycle band, while rendering good service to a limited area, will satisfactorily cover only 40% of the area which could be covered by a similar transmitter of identical power in the 50 megacycle band. This means that the majority of the rural population of the United States would be deprived of static-free FM service if FM were confined exclusively to the 100 megacycle band.

"Favorable action on our petition will not only give FM service to rural areas, but will also preserve the large investment

the public already has in receivers that function only in the 50 megacycle band. It will also provide forty additional channels which can accommodate from 500 to 1,000 additional FM stations. The Commission already has more applications for FM stations than it has frequencies in the 100 megacycle band.

"In congested area No. 1, extending from northern Massachusetts to Washington, D. C., there exist conflicting problems which do not prevail in the balance of the United States. Community television stations having a radius of eight miles may desire to operate in this geographical area although, so far as we know, there are, at present, no applications on file for such permits. Some exceptions in the No. 1 area by which community television could be accommodated therefore may be necessary."

X X X X X X X X X X

FCC "FROM MISSOURI" REOPENING FM; FACED STUBBORN FIGHT

If the Federal Communications Commission ever had a bear by the tail it was when the Commission, based upon the findings of its engineering expert K. A. Norton moved FM upstairs in the 100 megacycle band and thus aroused the ire of the FM broadcasters and set manufacturers. One of the first to go on the warpath was Maj. E. H. Armstrong, himself the inventor of FM. Major Armstrong quickly enlisted the aid of numerous of his engineering colleagues and Commander E. F. McDonald, of the Zenith Radio Corporation. The boys fought all over the lot but it was the tests that Zenith made that finally caused the Commission to give the case another hearing.

A brief presented by Irving Herriott, of Chicago, counsel for the Zenith Corporation stated their case very clearly. In this J. E. Brown, Zenith Chief Engineer, set forth that at the time the Commission entered the order reallocating the frequencies of FM from 50 to 100 megacycles, it necessarily acted almost entirely on theory, as there had, at that time, been no extensive experience in FM broadcasting reception on the 100 megacycle frequency.

"The Commission accepted a theory which caused it to reach the conclusion that the reception on the 100 megacycle band would be more satisfactory than on the 50 megacycle band, which, since the advent of FM, had been the frequency to which the same had been assigned", Mr. Brown continued. "After the entry of the order to move FM to 100 megacycles, the Commission determined to make some tests so it would have the benefit of actual and extensive experience in the new frequency and it requested Zenith Radio Corporation to make similar tests.

"Accordingly, arrangements were made with the Milwaukee Journal, which operates an FM transmitting station in Milwaukee, to transmit on both the 50 and the 100 megacycle band, and we, at our own expense, set up a substantial receiving and recording laboratory at Deerfield, Illinois, to conduct these tests over a distance of 76 miles. We will hereafter refer to the tests which were then

made as the "Deerfield" tests. The Commission's tests were made at Andalusia, Pennsylvania.

"As a result of the 'Deerfield' and 'Andalusia' tests, we now can state to the Commission that frequency modulation on the 50 megacycle band has two and one-half times the area coverage that the 100 megacycle band makes possible, which means that from metropolitan stations operating on the 100 megacycle band, only residents of city areas will be able to hear FM programs, and the farmers, the residents of rural areas, and even residents of suburban areas will be deprived of this static-free service. To illustrate: If a station were operating with a given power and antenna height at a coverage of 31,000 square miles at 50 megacycles, the same power and the same antenna height would serve only 13,000 square miles at 100 megacycles."

"Our tests at Deerfield and your (the FCC) tests at Andalusia have definitely proven the theory of K. A. Norton of the Federal Communications Commission to be unsound in practice.

"The Norton theory also indicated that more interference could be expected on the former frequency of 50 megacycles than on the new one. The 'Deerfield' and 'Andalusia' tests show that in rural areas, the signal will be totally absent because of fading on the 100 megacycle band for a far greater period than interference was ever indicated would occur on the 50 megacycle band. * * *

"Those who will suffer if the50 megacycle band is permanently and finally taken from FM, are the farmers and residents of rural areas, who make up 40% of the population of the United States, and suburban residents who, as we have above stated, will not be able to hear FM programs if they are transmitted only on the 100 megacycle frequency. These people need static-free FM reception much more than city dwellers who reside close to transmitting stations. Not only will they be unable to receive FM programs but many of them will be placed in the position of having to pay for FM receivers even though they are useless to them because nearly all receivers retailing for $50.00 and up, will contain FM. We also must not forget the many thousand present owners of high-priced FM sets who will be penalized by having their FM investment detroyed by the obsolescense of their present radios. * * *

"Another factor which has become apparent since the entry of the Commission's order is the large number of applications which we understand have been filed with the Commission in congested city areas for FM transmitters. It is very apparent that there are not sufficient channels available in the 100 megacycle band for those who have applied for FM transmitting licenses in such areas. It may well be, therefore, that the 100 megacycle band on which FM operates satisfactorily over the relatively small areas which it is capable of serving, should be retained for frequency modulation for city service. The 50 megacycle band should also be made available for FM. This would make possible the issuance of licenses to city FM stations on both the 100 and 50 megacycle band, and would provide satisfactory and adequate service to both the city and the rural dweller.

"The duty of the Commission - to serve the ruralite as well as the city dweller, is obviously not accomplished if FM is to be confined to the 100 megacycle band. We have heretofore recommended to the Commission in writing that as an alternative solution, the Commission retain the 100 megacycle band for strictly city service and allot the 48 to 68 megacycle band, which was the Commission's No. 1 proposal, for the wide coverage of both city and rural areas. Realizing that there have been some temporary assignments in the 48 to 68 megacycle area, we respectfully submit another possible solution, namely, that the Commission reassign to FM the original 42 to 50 megacycle band in which, we understand, there are are no assignments. This assignment, while it will not be entirely adequate, will provide 40 additional channels, help relieve congestion, supply country coverage, as well as city, and later on, as the temporary assignments are moved from the 50 to 68 megacycle area, the additional assignment may be made to FM in this section of the spectrum."

X X X X X X X X X X

PRESIDENT TRUMAN BEGINS TO SOUND VERY NATURAL OVER THE AIR

Regardless of the difference of opinion with regard to the recent speech itself or the net result of his appeal, the impression seemed to be that President Truman was making considerable progress as a radio speaker. All of which speaks well for the coaching of J. Leonard Reinsch, the President's radio advisor.

Only the rattle of the pages let the audience in on the fact that Mr. Truman was reading the address. The President, however, did succeed in getting his personality across to the listeners and he sounded just as natural as if he had been engaged in a personal conversation with them.

As to the response to President Truman's plea for the people to put the heat on Congress to get busy on reconversion legislation, C. P. Trussell in the New York Times, quoting postal authorities, wrote that four days after the broadcast, Capitol Hill mail snowed an increase of less than 10 percent.

Although most of the members are at home on recess, those in Washington and the office staffs of absentees had prepared for a deluge, because constituents usually communicate to the Washington office regardless of the whereabouts of members.

Reactions on some of the members took the form of communications, which have reached a volume of between 600 and700 thus far, from the industrial Midwest to none at all in the case of a Southern Senator at whom the President directed one of his barbs Thursday night in condemning "distressingly slow" progress on the program.

A canvass of correspondence to about forty Senators and Representatives from all parts of the country indicated that most of the writers approved the President's appeal for Congressional "action".

Word again coming from the White House that President Truman probably would not personally deliver his message to Congress which convenes next Monday, January 14, seemed to preclude any hope that the event would be televised by NBC, CBS, and Dumont as had been expected.

Charles G. Ross, White House press secretary said the interested companies were told they were at liberty to make arrangements for the event but no promise was given that the President would participate, and that while it was "always possible" that Mr. Truman might go to the Capitol, it is very unlikely.

Mr. Ross said that though Congress reconvenes Monday, the message would no go up until a day or two later. He added, if the President changed his mind and decided to deliver the message in person, he was sure Mr. Truman would have no objection to his being televised.

X X X X X X X X X X

FCC GIVES APPLICANTS LATITUDE IN SPECIFYING FREQUENCIES

In several recent cases broadcast applicants involved in consolidated hearings at the Federal Communications Commission have sought present removal from the hearing docket by proposing future amendments as to frequency. In these situations, the applicants have requested leave to specify the frequency desired and to submit their amendments at some indefinite future time.

Concerning this situation the FCC stated:

"The Commission is cognizant of the difficulties with which applicants may be confronted in securing engineering data needed for preparation of amendments as to frequency and other technical matters. Nevertheless, the situation presents a problem to the Commission, inasmuch as Section 1.352 of the Rules provides that applications shall be specific as to frequency, power, hours of operation, and related matters, and furthermore, orderly procedure requires that applications and pleadings with respect thereto be definite in detail and in relief sought. Accordingly, the Commission on December 29, 1945, adopted the following procedure governing the handling of cases of the kind desdribed above:

"When a broadcast applicant seeks removal from the hearing docket by proposing an amendment as to frequency or other matter substantially affecting the issues in the proceeding in which he is involved, and is unable concurrently to specify and submit the desired amendment, his application shall be dismissed without prejudice, subject to the right of reinstatement within a reasonable time. In any power case of this kind where dismissal without prejudice has been allowed, the application involved will be reinstated upon the filing of a proper petition, accompanied by the amendment necessary to complete the application."

X X X X X X X X X X

BMB NOW HAS 602 STATIONS; RIGHT ON SCHEDULE SAYS RYAN

As the first year of BMB's operations came to a close, 602 radio stations, representing over two-thirds of all U.S. Commercial stations, had become Broadcast Measurement Bureau subscribers. In addition all four major national networks had subscribed.

J. Harold Ryan, Vice-President, Fort Industry Company and Chairman of the Board of BMB, made the First Annual Report of the Bureau's progress to the Board of Directions of the National Association of Broadcasters, meeting in Los Angeles last week.

"We are pleased", he said, "to be able to report that the entire operation of this first nation-wide study of the radio families served by each broadcasting station in the U.S. is right on schedule. We appreciate the leadership and support that the members of the Association of National Advertisers and the American Association of Advertising Agencies have given us. They have been most generous with their time and efforts during this first year of organization and planning. The broadcasting industry has sensed the opportunity of presenting a united front and a standard audited method of basic measurement to its clients so that this medium may continue to progress and develop. Speaking for the Board of BMB, I would like to thank all those who have made our progress possible to date and assure the industry that we welcome their continued support and suggestions. We know that in any process of standardization there will be areas in which some of the supporters must 'give and take' in the interest of the common advancement. We all look forward to the refinements and higher standards which will develop within the measurement as it grows in use and experience."

"The subscriptions already paid and pledged assure the success of the Bureau's first survey to be undertaken this Spring", said Hugh Feltis, President of BMB in commenting on the year-end tally, "but we need the unanimous support of the entire broadcasting industry, if BMB is to be of the greatest value to every advertiser, agency and broadcaster."

X X X X X X X X X X

IRE TO HEAR ABOUT ENGINEERING ASPECTS OF ATOMIC BOMB

Maj. Gen. Leslie R. Groves, Director of the Manhattan District - code name for the Atomic Bomb Project - has accepted the invivation to be principal speaker at the joint meeting of the Institute of Radio Engineers and the American Institute of Electrical Engineers, scheduled to be held in the Engineering Society's Autidorium in New York, Wednesday evening, January 23, 1946.

X X X X X X X X X X

BROADCASTERS PRAISED FOR WEEDING OUT FALSE ADVERTISING

(For release at noon, Friday, January 11)

The annual report of the Federal Trade Commission notes that in recent years there has been improvement in the character of all advertising and acknowledges the cooperation the Commission has received from the publishing and radio industries generally in its efforts to eliminate false and misleading advertising.

During the year the Trade Commission examined some 301,000 newspaper, magazine and other periodical advertisements and more than 562,000 radio commercial continuities were examined, of which 17,260 advertisements and 10,574 broadcast statements were designated for further study as containing representations that might be false or misleading. As a basis for its survey the Commission during the fiscal year procured 1,430 editions of representative newspapers, 765 issues of magazines and farm and trade journals, and catalogs and circular advertising from 53 mail order houses. An average of 4,263 pages of radio script was read each working day.

Owing to the war emergency, attention was directed principally to the false advertising of food, drugs, devices, cosmetics and rationed commodities. An analysis of the questioned advertisements disclosed that they pertained to 1,114 commodities in the following proportions:

Food (human) 3.9 percent; food (animal) 1.9 percent; drugs, 67.9 percent; cosmetics, 18.6 percent; devices, 2.1 percent; and other products, 5.6 percent.

In cases where the advertising was determined by the Commission to be false or misleading, and the circumstances warranted, the advertisers were extended the privilege of executing stipulations to cease and desist from the use of the practices involved. Sixty-six such stipulations were accepted by the Commission during the year.

X X X X X X X X X X X

NEW MAYOR TO KEEP NEW YORK CITY'S STATION ANOTHER YEAR

Although he has not yet committed himself as to the future of WNYC, New York City's municipal station, or shown any particular interest in the subject, Mayor O'Dwyer, successor to Mayor LaGuardia, stated last week funds for continuance of the station would be included in the 1946-67 budget. Mayor O'Dwyer said he would not continue the Sunday broadcasts over WNYC which LaGuardia made so famous.

The municipal radio station was established in 1923 under the jurisdiction of the Department of Plant and Structures, then headed by Grover A. Whalen. During the LaGuardia regime it was under the direction of Morris S. Novik and its current budget allotment is $114,000. In recent years Democratic members of the Board of Estimate and City Council have urged discontinuance of the station, but without avail.

X X X X X X X X X X

RCA COMMUNICATIONS MADE WAR HISTORY; WORDS IN MILLIONS

How wartime developments in apparatus and circuits have resulted in a great expansion of world-wide radiotelegraph facilities for handling millions of words of press and radio information beamed to America was revealed for the first time Tuesday by officials of R.C.A. Communications, Inc. in New York City.

The story showed daring and ingenuity, backed by the desire of United States military authorities to facilitate the transmission of information to this country, and the ability of RCA to build and operate under emergency conditions direct radiotelegraph circuits linking scenes of action with New York and San Francisco terminals.

Established by R.C.A. Communications personnel at the request and with the cooperation of the Army Signal Corps, the circuits have been extended from Italy across France to Germany and Austria - and in the Pacific, from Manila to Tokyo and soon to Korea. The first phase made possible the epic news coverage of the Allied drive to victory; the second has made possible spectacular, on-the-scene coverage of the ensuing period of peacetime reorganization, with its war crime trials, United Nations meetings and rehabilitation programs.

At the same time, the circuits have carried thousands of EFM (Expeditionary Force Messages) contributing to morale through the exchange of direct word between GI personnel and the home folks.

Embarking from New York City on November 5, 1943, with a complete transmitting and receiving terminal, eighteen RCA engineers and operators had the first link with the United States completed by February 1, 1944. It was known as "Station X" and was in direct operation between Naples and the company's central radio office in New York.

On June 10, with an increased staff, they began operation from "Station Y" at Rome, and on November 10, after RCA equipment had been flown from Naples to France in fourteen Army C-47 transport planes, they opened up "Advanced X", a mobile unit in vans that followed the Army into Germany

Another mobile unit - known as "Station A" - was put into operation in Northern Italy and the staff of "Stacion C", destined for Berlin, arrived in Europe on April 28, 1945. "Station C" began direct operation between Berlin and New York July 25; mobile "Station A" began operating with New York on July 30, and "Advanced X" followed the receding conflict across war-torn Germany. Since V-E Day, RCA stations have been established in Vienna and Nuremberg, the latter handling the bulk of press dispatches from the historic trial of Nazi war criminals.

Close on the heels of the fall of the Philippines to American military forces, another team of RCA engineers and operators established direct radiotelegraph communications between

Manila and San Francisco. Soon after Tokyo fell, still another team cooperated with the Signal Corps in establishing direct communications between the Japanese capital and the United States mainland. A third RCA Communications team, which has recently been organized, is in the Pacific en route to Seoul, capital of Korea, to link that remote center of Far Eastern activity with this country.

During the first year of operation in Europe, the RCA Communications teams handled a total of 19,500,000 words of traffic - the bulk of which was devoted to news accounts informing the American public of developments. Succeeding months of 1945 showed an even greater increase in paid wordage, with the grant total for the first two years of service approaching 50,000,000 words.

In addition the RCA stations handled as many as twenty-nine radio broadcast transmissions in a single day from a scene of action to United States radio listeners, some of these broadcasts being picked up from Naval vessels standing by. Hundreds of such broadcasts, including eye-witness accounts of radio correspondents and commentary by military personnel, have been transmitted to the National Broadcasting Company, Columbia Broadcasting System, Mutual, and the American Broadcasting Company networks.

Press traffic from the RCA stations in Berlin, Vienna and Nuremberg continue high, and traffic between this country and the Pacific outposts has increased. As an example of what the service has meant to American newspaper correspondents in Nuremberg, it was revealed that more than 379,000 words were transmitted during the first month of the war-crimes trial.

Participating in the interview at which this report was given were T. H. Mitchell, Executive Vice President of R.C.A. Communications; Sidney Sparks, Traffic Manager; and three members of the communications teams who have just returned to this country. They were Andrew W. Long, of Riverhead, L.I., Manager of stations; Jack Friedman, of New York, Assistant Manager of the Rome station, and recently attached to the Nuremberg station; and Neil J. Beck, of East Quogue, L.I., radio station technician, who narrowly escaped capture while with a mobile communications unit in the "Battle of the Bulge".

X X X X X X X X X X X

NEWSPAPER CIRCULATIONS UP 6.4%; BROADCASTS CREDITED

The Editor & Publisher's annual cross section of the Audit Bureau of Circulation (sworn statement) circulations reveals an increase of 6.4% in number of morning and evening newspapers bought. This, says Editor & Publisher, "is clear proof of the public's reliance on this medium of news.

"The figures tend to discredit various surveys made in the past to prove the public is getting more and more of its news from radio. To the contrary, the public is probably not aware that its appetite for news is being whetter by radio newscasts and the newspapers are filling the demand for details and more complete information not available on the air."

X X X X X X X

COL. GILLINGHAM (FORMERLY OF FCC) WINS LEGION OF MERIT

Conspicuous by his good work in the Army as well as when he was in charge of public relations at the Federal Communications Commission, Lieut. Col. George O. Gillingham last week was awarded the Legion of Merit. His citation read:

"Lieutenant Colonel GEORGE O. GILLINGHAM, Chemical Warfare Service, Army of the United States, rendered notably outstanding service while serving in various assignments in connection with Public Relations and Information Branch activities in the Office of the Chief, Chemical Warfare Service during the periods March 1942 to September 1943 and February 1945 to October 1945. Through personal contact, exhibits, and radio and press activities, Lieutenant Colonel Gillingham cemented friendly relations between the Chemical Warfare Service and the general public, the War Department at large, and installations in the field. As Chief of the Information Branch, he stimulated the interest of production plant workers through the medium of speeches, articles, displays, pictures, and demonstrations aiding in the maintenance of an unusually high rate of production for Chemical Warfare munitions during the critical wartime era. Displaying unusual initiative and an excellent sense of public relations, Lieutenant Colonel Gillingham brought to his task wide experience, earnestness, ever-present diplomacy, and rare ability."

X X X X X X X X X

ABC HONORS THE DONOR OF ITS NAME

Edward J. Noble, Chairman, and Mark Woods, President, of the American Broadcasting Company, were hosts last Monday in the Mayflower Hotel, Washington, at a luncheon in honor of Mrs. LeRoy Mark, of Washington, whose late husband was the founder of the former American Broadcasting Company of this city. At the luncheon, Mr. Woods presented Mrs. Mark with a bronze plaque, memorializing her husband and in appreciation of her having made available the corporate name of her husband's organization when the Blue Network Company changed its name to the American Broadcasting Company.

In a "Report on 1945" which has just been printed by ABC and which carries forewords by Mr. Noble and Mr. Woods, the latter explains:

"We chose the name because 'American' so completely typifies all that we hope, and believe, this Company will be and will represent to the people of the world. The passing of the phrase 'Blue Network' has, of course, been accompanied by a certain nostalgia, but the phrase 'this is ABC - the American Broadcasting Company' won significance during the past year, and we hope it is destined to become one of the most famed air slogans of the world during the coming few years."

Among those present at the luncheon Monday were William B. Dolph, of Station WOL, Washington, an associate of the late Mr. Mark; the members of the Federal Communications Commission; Senator Burton K. Wheeler, of Montana; Senator Robert LaFollette, of Wisconsin; Senator C. Wayland Brooks, of Illinois; Representative Clarence Lea, of California; Robert E. Kintner, ABC Vice-President and Kennety Berkeley, of Station WMAL.

X X X X X X X X

APPLICATIONS RECEIVED AND ACTION OF FCC

The following action has been taken by the Commission:

P. C. Wilson, Canton, Ohio, granted petition for leave to amend application for new station so as to request frequency 1540 kc. instead of 1300 kc; the amendment was accepted and application as amended, removed from the hearing docket; Capital City Broadcasting Co., Des Moines, Iowa, granted petition for leave to amend its application so as to request frequency 1390 with 1 KW power, instead of 1600 kc with 250 watts; the amendment was accepted and the application as amended, removed from the hearing docket; Edgar T. Bell, Peoria, Ill., and West Central Broadcasting Co., Peoria, Ill. granted joint petition to dismiss without prejudice the application of Edgar T. Bell for a new station, and designate for consolidated hearing with applications of WJPS, Inc., Evansville, Ind.; Tri-State Broadcasting Corp., Evansville, Ind.; Booth Radio Stations, Inc., Flint, Mich., and Wabash Valley Broadcasting Corp., Terre Haute, Ind., the application of West Central Broadcasting Co.;

Also, Samuel R. Sague, Cleveland Heights, Ohio, granted petition for leave to intervene in the consolidated hearing on applications of Meadeville Tribune Broadcasting Co., H. C. Winslow of Meadeville, Pa., and Times Pub. Co., Erie, Pa.

Applications Received and Accepted for Filing: The Travelers Broadcasting Service Corporation, Bridgeport, Conn. (P.O. 26 Grove St., Hartford, Conn.) construction permit for a new FM broadcast station; Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Waterbury, Conn., construction permit for a new FM broadcast station to be operated on Channel #14 (90.7 megacycles) with coverage of 10,450 square miles; WKBZ, Asbacker Radio Corp., Muskegon, Mich., special service authorization to operate on 1230 kilocycles with power of 250 watts and unlimited hours of operation; Uniontown Newspapers, Inc., Uniontown, Penna., construction permit for a new FM (Rural) broadcast station with coverage of 22,770 square miles; KONO, Mission Broadcasting Co., San Antonio, Texas, construction permit to change frequency from 1400 kc., to 860 kc., power from 250 watts to 1 KW night and 5 KW daytime, install new transmitter and directional antenna for night use and change transmitter location; WJHP, The Metropolis Company, Jacksonville, Fla., construction permit to increase power from 250 watts to 5 KW, install new transmitter and directional antenna for night use and change transmitter location.

Also, The Atlanta-Journal Co., Atlanta, Ga., construction permit for a new FM (Metropolitan) broadcast station to be operated on Channel #260 (99.9 megacycles) with coverage of 13,650 square miles; WIBC, Indiana Broadcasting Corp., Indianapolis, Ind., construction permit to increase power from 5 KW to 50 KW, install new transmitter, make changes in directional antenna for day and night use and change transmitter location (1070 kc); San Diego Broadcasting Co., San Diego, Calif., construction permit for a new standard broadcast station amended to change frequency from 1130 kc to 1510 kc., increase power to 5 KW, change type of transmitter, changes in directional antenna and change transmitter location.

X X X X X X X X X X

FIRST TV AND FM MICROWAVE LINK SOON; LOWER COST PROMISED

A new era in network operation that will bring television and FM to more people at less cost is heralded by General Electric's Micro-Tel, according to G.E., the first 2000 megacycle radio relay in history. As a preliminary General Electric is testing a Micro-Tel link between the studio and transmitter of its great television station WRGB in Schenectady, a distance of 12½ airline miles.

Soon, what is said to be the world's first television microwave relay - equipped by G.E. and operated by the International Business Machines Corp. - will be added. This relay will extend to New York, Philadelphia, Baltimore, and Washington. Additional links will follow . . . for television programs, full fidelity channels for network broadcasting, facsimile channels, and multiple business machine channels - simultaneously in both directions.

"Further expansion of this network and the establishment of others will bring television, broadcasting, and business machine services to smaller communities", General Electric states.

"This simple relay, which eliminates connecting wire lines and costly right-of-ways, consists of a low-power microwave FM transmitter, a microwave FM receiver, and a highly directional transmitting and receiving antenna system which gives each watt of transmitter power the effectiveness of approximately one million watts."

X X X X X X X X X X X X

If you dial "999" anywhere in Greater London in what is called the Metropolitan Police Area, and at anytime of the day or night the operator replies: "Emergency: Police, fire or ambulance." If it is the first named, a radio car is dispatched immediately, if the latter two, fire apparatus or ambulance are sent without delay.

X X X X X X X X X X

SCISSORS AND PASTE

Newspapers Loom As Largest Group Of FM Broadcasters
("Editor & Publisher")

In 1946, newspaper publishers are assuming a large share of responsibility in the field of radio development, the Press becoming the largest potential "group" of broadcasters.

The trend in that direction has been apparent this year in the large number of newspaper-interest applications for FM stations - more than a third of the total, and the Federal Communications Commission has been going along with that percentage in its grants to newspaper corporations, publishers individually, or firms in which newspaper owners have considerable stock holdings. Ten of the latest 32 grants went to the newspaper "group".

Granting of many more licenses to newspapers was foreseen as FCC policy in the Commission's ruling in favor of Kingsley A. Gillespie, publisher of the Stamford (Conn.) Advocate, whose acquisition of WSRR had been opposed on the ground the community's only radio outlet would be controlled by the community's only newspaper.

- - - - - - - - - - -

If Televised Congressmen Cannot Doctor the Record
("Washington Star")

Whether television ever will become a regular means of publicizing the deliberations of Congress is a matter of speculation. Television is awfully prying. There is no way of "correcting the record" for the constituents when an occasional member strikes a too-belligerent pose or some Senator dozes off while listening to a long-winded colleague.

How An Exclusive Program Is Copyrighted And "Wrapped Up"
("Variety")

For the second known time, an agency "sneak previewed" on a local indie a newly-auditioned potential commercial network airer for the purpose of copyrighting the show and wrapping up an exclusive. Program in point is a new Arthur Godfrey audience participation show, tabbed "Wiseacres", which was produced on a freelance basis on behalf of B.B.D.& O. agency.

Show went out over WEVD (N.Y.) Thursday night between 11:15 P.M. and midnight with Bob Foreman and Wick Crider, of B.B.D.& O., doing the treatment on the commercials and the copyright tag lines. As proof that show was on the air, the recording made of the test program also picked up the preceding five minutes of programming, and five minutes of the show that followed.

J. Walter Thompson used the same technique last year in wrapping up a copyright on its "International Police" show.

Afraid U.S. May Pull Fast One In Communications Merger
("Editor And Publisher")

Following the Bermuda Conference, we expressed our fear that the temporarily-dead merger of international communication might be revived. We were right - it has been.

FCC Commissioner Ray C. Wakefiled comes forth with a new proposal for such a merger. His is the best suggestion so far along this line in that it would permit Press Wireless to operate independently as a carrier for press messages exclusively. Press communications would then be protected from a monopoly control. That eliminates one of our objections to the merger idea.

Our other objection - and it still stands - is that such a monopoly in international communiations might be directly operated by government or under governmental control and supervision. Looking back over past performance of most government bureaus it is obvious that such an operation would not be the most efficient and would be subject to many abuses.

Bell System Has Elaborate Plans For TV Transmission
("Long Lines")

Plans for experimental television use of the Washington-New York coaxial cable are being arranged by the Bell System together with representatives of the television broadcasters who expect to be early users of the facilities.* * * At present the System is installing a network of facilities suitable for television which will ultimately span the country from coast to coast and from north to south.

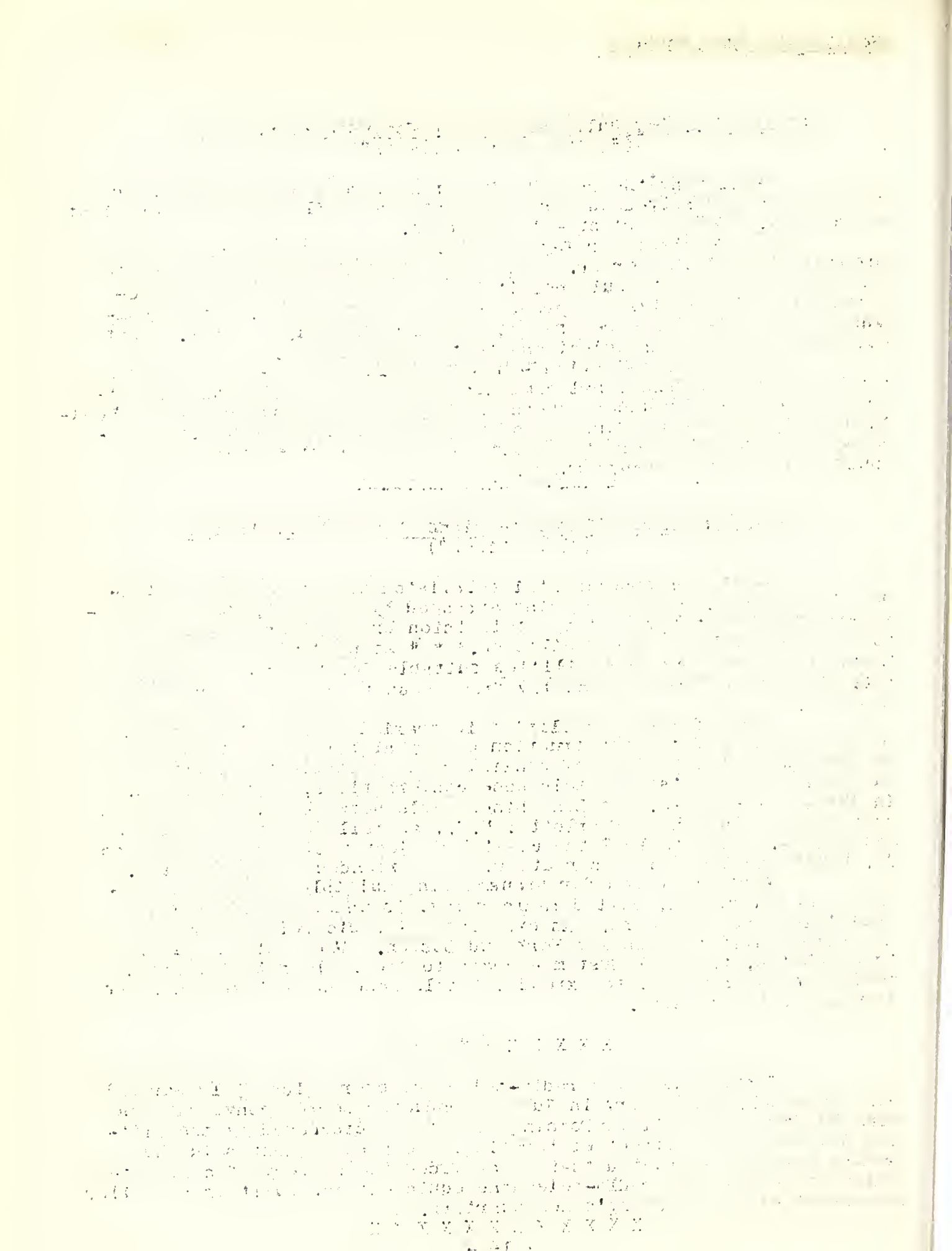
One of these facilities is coaxial cable. The coaxial program calls for the construction each year for the next few years of upwards of 1,500 miles of coaxial cable suitable for carrying hundreds of long distance telephone conversations, or television. In 1946, for example, the Long Lines cable network will be extended south of Washington to Charlotte, N.C., as well as between Atlanta and Dallas, while in 1937 the coaxial project will link Chicago and St. Louis and the southern route will be extended to Los Angeles.

Another method for transmitting multiple telephone channels and television, called radio relay, is under development by Bell telephone engineers. An experimental radio relay system is now being built between New York and Boston. When this development is completed, the Bell System expects to use radio relay, coaxial cable, or other means, to extend its telephone and television lines throughout the country.

X X X X X X X X X X

Wartime use of a radio-telephone over which Field Marshal Sir Bernard L. Montgomery in Europe conducted secret conversations with Winston Churchill in Downing Street was disclosed by the British War Office.. Without elaborating, the announcement said the device was so constructed that it provided the secrecy of a private telephone line. The radio-telephone equipment was built in a trailer and moved with Montgomery's headquarters.

X X X X X X X X X X X



TRADE NOTES

A postponement of press demonstrations of color television in New York this week by the Columbia Broadcasting System was made necessary by the wide-spread epidemic of influence in New York.

Dr. Peter Goldmark, Director of Engineering Research and Development, expressed the hope that the delay may make it feasible to conduct demonstrations from the new high-powered Federal television transmitter now being installed in the Chrysler Tower, rather than from a small experimental transmitter as originally planned.

A. D. Willard, Jr., Executive Vice-President of the National Association of Broadcasters has announced activation of the Employee-Employer Relations Department has begun with Milton J. Kibler, until now Assistant General Counsel for the Association, moving over into EER as full-time Assistant Director of the Department.

On or before February 4th, Ivar H. Peterson, at present Assistant General Counsel of NLRB, will come to NAB as an Assistant Director of EER.

The Garod Radio Corporation will launch a national consumer advertising campaign for its 1946 line of radio-phonographs, table models and farm radios, beginning in February, with full line announcement copy in magazines.

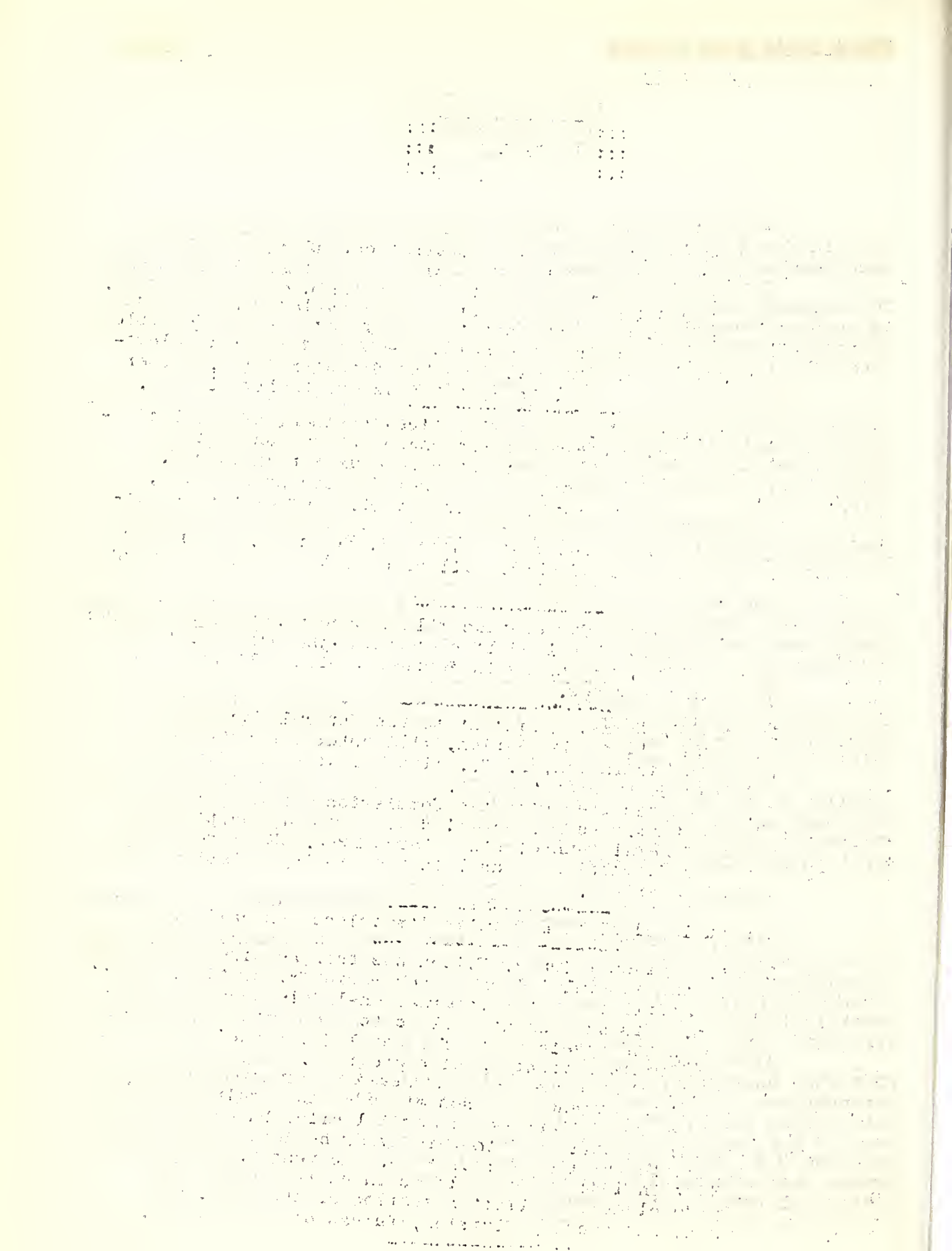
Leonard H. Marks, Assistant to the General Counsel of the Federal Communications Commission, will enter the private practice of law in Washington, D. C., with Marcus Cohn, formerly Chief of the Field Section of the FCC.

Mr. Marks had been with the Commission since February 1943, handling radio matters. He has occupied his present position as Assistant to the General Counsel since March 1945. Most recently, he participated as Commission counsel in the Crosley-Aviation Corporation and WINS hearings.

Venezuela plans to modernize its telecommunications system.

Lieut. Commander Don P. Wilson has been appointed Aviation Sales Manager of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation. His assignment will be to cooperate with commercial airlines in the development of Federal Telephone's extensive aircraft radio and radio navigation aids programs.

After studying mechanical engineering for two years at Princeton University, Commander Wilson attended the Boeing School of Aeronautics. He became a licensed commercial pilot in 1932 and was with United Air Lines until 1934 in which year he became radio engineer of the Fairchild Aviation Corporation. He went on active duty with the U.S. Navy in 1943 and was placed in charge of the dive bomber and torpedo plane installation section of the radio and electrical branch, engineering division, Bureau of Aeronautics.



It is reported that Secretary of the Interior Ickes has signed a tentative agreement as a news commentator with the American Broadcasting Company when he leaves the Cabinet.

Major Robert R. Tincher, who returned to WNAX, the Cowles station at Yankton, South Dakota, as General Manager, after having served four and a half years in the Armed Forces has been awarded the Bronze Star. The citation reads in part as follows:

"Major Robert R. Tincher, Cavalry, while serving with the Army of the United States, distinguished himself by meritorious service in connection with military operations, not involving participation in aerial flight, against addition to an outstanding performance of duty as Intelligence Officer, he successfully assumed the responsibility as S-5 for the Group. He personally devised and vigorously supervised a plan whereby the troops upon entering a town could with a minimum loss of time and effort put into effect all orders of the higher command pertaining to the governing of the German people. During the period when the group area of responsibility included four large Landkreises, through his driving energy and and indefatigable efforts approximately 30,000 displaced persons were established in camps, housed, fed and eventually repatriated, with smoothness and without incident. Major Tincher's duties in the handling of all Military Government problems and control measures imposed on the civil population and displaced persons, without the benefit of experienced personnel were accomplished in a highly competent manner such as to reflect the highest credit upon himself and the Armed Forces."

Final results in a limited spot-check survey of radio station salesmen's compensation by the National Association of Broadcasters disclose the use of four methods for paying salesmen in the small market station classification. The plans employed are straight salary, salary and commission, drawing accounts only, and straight commission.

Retail grocers in the four-state coverage area of Station WLW are going to have a comparatively easy job of planning the remodeling and modernization of their stores, according to Marshall Terry, Director of Promotional Activities.

The Cincinnati station has developed a project by use of which any grocer can arrange a satisfactory store layout and determine the approximate cost before spending any money on the actual work.

Sir Adrian Boult, celebrated British conductor and conductor-in-chief of the British Broadcasting Corporation, arrived last week from England on the Queen Mary to serve asguest conductor of the Boston Symphony Orchestra. Sir Adrian will conduct the programs of the ensemble over the ABC network on January 19 ant 26, and February 2, in the weekly Saturday series heard from 9:30 to 10:30 P.M.

A "Grin and Bear It" cartoon by Lichty has the head of a radio manufacturing concern saying to his television research laboratory workers:

"Until we can make television practical, I wish you men would stop inventing things that make it obsolete!"

X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
RECEIVED
JAN 18 1946
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

INDEX TO ISSUE OF JANUARY 16, 1946

Bigger Radio Set Output Seen As OPA Eases Parts Rules.....1

Surplus Property Reshuffle Doesn't Affect Radio.....2

Col. Adrian Murphy Is Newest CBS Vice-President.....3
Radio Claims Advertising Costs 55% Higher In Newspapers.....3

Don Lee Prepares For Television Channel Shift.....5
Fort Industry Stations Executive Staff Confer In N.Y.....5

Clear Channel Hearings Get Off To A Slow Start.....6

WNAX "Typical Farmer" Prefers His Job To Truman's.....7

Anti-Petrillo Bill Re-Introduced; Maddy Faces Ousting.....8
Surplus Property Report On Radio Patents.....8

Radio Correspondents Again Lose In National Press Club.....9
Zenith Six Months' Operating Profit $369,162.....9

Esso Reporter Celebrates; Plaque For Carleton Smith, NBC.....10
New Broadcast Applications Accepted For Filing.....10

Secret Federal Radio Finder Terror To Enemy U-Boats.....11

Scissors And Paste.....13

Trade Notes.....15

No. 1713

January 16, 1946

BIGGER RADIO SET OUTPUT SEEN AS OPA EASES PARTS RULES

If the strikes don't cause further serious delay, it is believed three rulings just made by the Office of Price Administration may do much to clear up the radio set parts manufacturing bottleneck. Set manufacturers have been marking time but the following action by the OPA has given them considerable encouragement that the radio parts stalemate may now be broken:

(1) Manufacturers of radio parts or electronic circuit parts will shortly be authorized by the OPA to make application to the price agency for permission to continue to make deliveries under orders taken before December 3, 1945, at prices then in effect. This announcement is being made in advance of formal orders to be issued shortly.

On December 3 of last year, OPA said, the regulation governing ceiling prices for radio parts was amended to provide a new method for computing ceilings. To prevent hardship on a manufacturer who had contracted to sell at the old prices before December 3 and who had not completed deliveries under such orders, today's action is being taken. Previously permission to continue to make deliveries at the old prices on orders written before December 3 had been extended from that date to January 15, 1946.

(2) OPA also announced that manufacturers of radio parts and electronic circuit parts may use estimated hours of labor required to make a part on the basis of current experience, rather than an estimate of hours required in 1941. Many manufacturers, OPA pointed out, find it difficult to estimate hours of labor required for a product on the basis of 1941 experience.

(3) OPA further announced a new increase factor for radio speakers which was recalculated on the basis of more complete data obtained from major producers. The new factor is 19.6% over 1941 prices. The formerly announced factor was 13.5. OPA also announced that during the next few months, until May 1, 1946, maximum prices for parts which the manufacturer computes by comparing them with frozen priced parts will be automatically approved when the manufacturer files his report of the price with OPA. This temporarily replaces a 30-day waiting period for these prices. OPA may later give the manufacturer a 10 day notice of a new price if OPA finds that the manufacturer's reported price was out of line. This new price will not affect deliveries previously made.

The legal action will be in the form of an amendment to Maximum Price Regulation 136 - Machines, Parts and Industrial Equipment.

Action at this time by the OPA is believed to be the result of a meeting last week in Washington between the Price Administration officials and radio industry leaders. About 40 representative parts manufacturers and a few leading set producers were present at the hearing. Chief spokesmen for the parts group were R. C. Sprague, of North Adams, Mass., Chairman of the OPA Industry Advisory Committee, and head of the RMA Parts Division, and other members of the Committee. The set manufacturing group was headed by A. S. Wells, of Chicago, Chairman of the RMA Industry Reconversion Committee.

While still far short of a volume scale, it is the opinion of the Radio Manufacturers' Association that the radio manufacturing industry at the beginning of the New Year is geared for steadily increasing production in 1946 unless strikes occur to curtail the industry's output or price rollbacks on radio parts lead to further shortages in radio components.

Radio set prices increasing in colume from OPA each week indicate a considerable number of manufacturers are in limited production or prepared to go ahead. The sixth weekly OPA report on set prices, issued this week for the week ending January 4th, brought the total number of radios priced to about 250.

With a threat of strikes in some radio set production plants, a tabulation of statistics compiled by the U. S. Bureau of Labor Statistics shows that wage increases in the radio-phonograph industry since January 1941, have exceeded the 30 per cent increase being asked by some unions.

Earl H. Morse, head of OPA's electrical equipment section, macninery price branch, in Chicago, was quoted as saying in a dispatch from that city, that he has heard "many times" that the technical and complicated pricing procedure for radio parts, which took him thirty-two pages of script to explain, is unworkable. Any failure of the procedure to operate comes from one of two causes, he said: (1) Failure to understand exactly how the procedure operates, "possibly due to OPA failure to make clear the provisions and procedures of the regulation", and (2) failure to make a real effort to operate under these provisions.

X X X X X X X X X X X

SURPLUS PROPERTY RESHUFFLE DOESN'T AFFECT RADIO

Creation of the War Assets Corporation, a subsidiary of RFC, to handle Government surplus of consumer and capital and producers goods will not alter the present manufacturer-agent contract arrangements with RFC nor will it generally change the personnel or setup for disposing of radio and electronic surplus, the Radio Manufacturers' Association has been advised by the Reconstruction Finance Corporation and the Surplus Property Administration.

An RMA Committee will confer Friday afternoon (January 18) with officials of RFC and the SPA on continuance and revision of the

200-odd manufacturer-agent contracts for disposal of surplus war radio. M. F. Balcom of the Sylvania Electric Products, Inc., Vice-President of RMA and Chairman of the RMA's Tube Division, is Chairman of their special "Surplus Disposal Committee".

X X X X X X X X

COL. ADRIAN MURPHY IS NEWEST CBS VICE-PRESIDENT

The appointment of Lieut. Col. Adrian Murphy as Vice-President and General Executive of the Columbia Broadcasting System was one of the first announcements made by Frank Stanton, new CBS President.

Colonel Murphy was Executive Director of Television for CBS in May 1942, when he reported for duty in the Signal Corps of the Army. Later that year, he became Executive Officer of the Directorate of Planning for the Signal Corps in Washington.

In November, 1943, he went overseas as a Major assigned in an administrative capacity to the Signal Division of Supreme Headquarters Allied Expeditionary Forces. As a Lieutenant Colonel, in June, 1945, he was assigned to what subsequently became the Information Control Division of the United States Forces European Theater where he acted as Assistant Chief of ICD for operations under Brigadier General Robert A. McClure.

Colonel Murphy joined CBS in 1936 as an assistant to Paul W. Kesten, then Vice-President. In 1939, Mr. Murphy was appointed to head Columbia's television activities.

Adrian Murphy was born in New York City in May, 1905. He received a Bachelor of Science degree in 1927 from Princeton University.

Before joining the Columbia network, he was engaged in market research as the basis of industrial designing by the Norman Bel Geddes organization.

X X X X X X X X

RADIO CLAIMS ADVERTISING COSTS 55% HIGHER IN NEWSPAPERS

That newspaper advertising costs 55% more than radio advertising was the answer of the broadcasters to the recent figures offered by the newspaper publishers. The conclusion of the broadcasters was that the cost of reaching 1000 families by radio was $5.30 and by newspapers $8.28.

This reply was made last week by Charles H. Smith, market research counsel for the Columbia Broadcasting System at a meeting

of the Media Association of New York. Mr. Smith spoke also for the National Broadcasting Company and the National Association of Broadcasters inasmuch as the three organizations cooperated in the survey.

Some of the city-by-city costs shown per thousand families reached were:

City	Radio	Newspaper
Pittsburgh	$1.36	$10.38
Columbus	4.15	13.73
Providence	4.25	9.51
Minneapolis	2.65	9.60
Louisville	2.80	4.61
Cincinnati	1.05	6.90

Circulation figures chosen for the study were 28,135,000 families for radio - the potential audience of a full major network who "we know listen with reasonable frequency"; for newspapers - 19,901,375 families, the Audit Bureau of Circulation's total for 128 evening papers in 92 cities of 100,000 population or more.

The average number of families "delivered" by a half-hour evening radio program was placed at 2,982,310, giving a Hooper rating of 10.6%, the average for the year ending September, 1945. Average cost was $16,000, including time and talent.

Using the rules laid down by the American Association of Newspaper Representatives' presentation, radio employed for the study newspaper ads measuring 500-800 lines seen and read, according to the Continuing Study of Newspaper Reading, by 3,184,220 families, or 16% of circulation. This, it was noted, includes duplication and forced combinations of papers. Cost for space only in the 128 papers was given as $26,377, using 650-line ads as a 500-800 average.

Magazine costs were given as $7.20 per thousand families reached by the four leading women's publications, $8.75 for the four weeklies, as against radio's $5.30.

Commenting upon the broadcasters' conclusions, the Editor and Publisher said:

"There seem to be discrepancies between national advertising cost figures as presented by the American Association of Newspaper Representatives and by the National Association of Broadcasters.

"Why these differences? Obviously, the radio people are using for comparative purposes a list of newspaper markets limited to lead-population cities only, a sort of schedule which advertisers are not likely to set up for themselves.

"It seems to us that costs figured on the way the advertiser actually spends his money in newspapers and radio, rather than how he could spend it without regard to market requirements, make a more logical basis for comparison.

"More to the point, however, is the AANR's evaluation of advertising as against sales performances. The AANR demonstrates that not only in cost per 1,000 families reached, but also in delivering customers, the newspaper outstrips radio.

"There is this, too: The Hooper ratings used in the radio study measure the families tuned to a half-hour program for a minute or more. Does that minute or more include the commercial? If the commercial is heard, involuntarily for the most part, does it have the same impact as a newspaper ad which 16 ot 20 or 30% of the readers look at voluntarily, as shown in the Continuing Studies?"

X X X X X X X X X

DON LEE PREPARES FOR TELEVISION CHANNEL SHIFT

The Don Lee Television station, W6XAO, in Hollywood, changes from old television channel one to new television channel two within the next two months, in accordance with the latest allocations for television recently made by the Federal Communications Commission, and moves the station from the old 50 to 56 megacycle channel to the new 54 to 60 megacycle channel. The new frequency is the lowest available for high-power television stations.

W6XAO will accomplish the frequency change with a minimum interruption of program schedule. Last program on the old frequency will be on February 18, and the first program on the new frequency will be March 4th.

"We have been informed by leading television receiver manufacturers that they will convert receivers of their manufacture to the new channel at little or no charge", Harry R. Lubcke, Director of Television for Don Lee said. "Owners will be advised to contact the local office of the manufacturer of their receiver, or they may telephone Don Lee television at HO-8255 for further details, including basic information for converting home-built receivers. Receiving antennas need not be changed."

X X X X X X X X X

FORT INDUSTRY STATIONS EXECUTIVE STAFF CONFER IN N.Y.

A management meeting is being held at the Waldorf in New York this week of the executives of the Fort Industry Company.

Commander George B. Storer, president of the company, acted as skipper of the proceedings assisted by J. Harold Ryan, former President of the National Association of Broadcasters, who now has returned to his duties as Vice-President and Treasurer of Fort Industry. Among the others present were:

George B. Smith, Managing Director of WWVA, Wheeling, and Vice-President; John Koepf, Washington Manager; Glenn B. Boundy, Chief Engineer; Harry Steensen, Comptroller, and the Managing Directors of other Fort Industry stations.

X X X X X X X X X X

CLEAR CHANNEL HEARINGS GET OFF TO A SLOW START

The first two days of the Federal Communications Commission hearings on whether or not clear channels should be broken down were pretty tame. Chairman Paul A. Porter was in personal command and all the Commissioners were present with the exception of E. K. Jett who is in Havana in connection with the North American Regional Broadcast Agreement.

The first two witnesses were H. Underwood Graham, radio engineer with the Standard Broadcast Division of the Engineering Division of the FCC, and Dallas W. Smythe, Chief of the FCC Economics Division.

Following this Dr. Rensis Likert, Chief of Program Surveys, Bureau of Agricultural Economics, Dr. Angus Campbell, Assistant Head of the same Bureau, and other agricultural radio program experts were heard. The first commercial broadcaster to take the stand was Bartley C. Crum, who said he was an attorney from San Francisco and President of Station KYA in that city.

"We assume that a revision of the clear channel rule is in order, not only predicated on engineering data to be submitted to the Commission or what has already been submitted", Mr. Crum said. "Such a revision is possible. In a sense, I come before you from the West, it having been said somewhat humorously that the West above all needs an ambassador to Washington for the purpose of urging upon you wider distribution of clear channels to the Middle and Far Western area of the United States.

"From the statement we have filed with you, it appears, I think, pretty clearly that that area, whatever the justification may have been in the past, has been somewhat niggardly treated in the allocation of clear channels; and it is our view that should the Commission abrogate this rule, as indeed we think it should, that those areas, particularly the rural areas of the West, should be made more accessible. That in brief is our position and that in brief is my testimony. I do not purport to be an expert in any sense of the word. I realize quite clearly the difficulty, the difficult international problem that confronts the Commission and the difficult engineering program. I am simply urging the Commission, as a matter of policy in carrying out the mandate of Congress, that the time has come for the abrogation of the clear channel rule."

"Are you urging that some of the channels on which, for instance, regional stations or local stations in large numbers are now operating, be converted to clear channel use and that these numerous communities and regional community stations be put out of stations to make way for a single clear channel station on the West Coast?" Paul Spearman, counsel for the Regional Committee asked.

"Of course not", Mr. Crum replied.

"That is the implication", said Mr. Spearman.

"Do you want your channel cleared, is that the idea?" Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, WGN, Chicago and other stations.

"It is my understanding that it is quite possible from an engineering point of view to have, say, in the West, additional clear channels without interference whatever with certain existing channels in the eastern part, say, of the United States. I am urging on the Commission as a matter of policy that it grant the West a little further relief", Mr. Crum answered.

"You want more clear channels in the sense of moving channels that are not clear?" Mr. Caldwell asked.

"That is right", Mr. Crum replied.

X X X X X X X X X X

WNAX "TYPICAL FARMER" PREFERS HIS JOB TO TRUMAN'S

When asked by a news photographer if he and his wife would pose for a picture in front of the White House the day he "dropped in to talk things over" with the President, John Oeser, 59 years old of Westside, Iowa, "typical Midwest farmer of 1945", replied:

"Sure, but I hope they don't sign me up. I've got a 160-acre farm and eight children to attend to." Mr. Oeser was the winner this year of an annual award sponsored by the Cowles Brothers Station WNAX at Yankton, S.D. Five Midwestern States - Iowa, Minnesota, Nebraska, North and South Dakota - competed and 70,000 persons were present including Fleet Admiral William D. Leahy when Oeser won the prize.

In awarding the title of "Typical Midwest Farmer of 1945" to Mr. Oeser, the committee in charge also took into consideration his record as a member of his community. Besides being affiliated with the School Board, he was Chairman of Red Cross, USO and bond and salvage drives.

Mr. Oeser's father, John, came to America from Germany and worked his land assiduously and the son has carried on. Besides thousands of bushels of crops, the farm has produced $22,000 worth of hogs in the last four years.

Mr. and Mrs. Oeser who arrived in the city early in the week have visited most every place of interest from the Capitol down to Barney Baruch's park bench "office" in Lafayette Square. They will be the guests Thursday night at the Hotel Statler (where, if you please, they are staying) at a banquet given by the Cowles Broadcasting Company with Vice-President T.A.M. Craven in charge. Preceding this there will be a cocktail party given by WOL, Cowles' Washington station, acting as co-hosts with their sister station WNAX. Meanwhile, as part of their awards, Mr. Oeser has received a new tractor, war bonds, a check for a complete wardrobe, and his wife has been presented with a wrist watch.

X X X X X X X X X X

ANTI-PETRILLO BILL RE-INTRODUCED; MADDY FACES OUSTING

At about the same time that Representative Clarence F. Lea (D), of California, reintroduced a bill in the House of Representatives in Washington, Dr. Joseph E. Maddy, Founder and Director of the National Music Camp at Interlochen, Mich., said in Chicago that he expected to be "thrown out" of the American Federation of Musicians for violating the union's orders in connection with the edict against the Michigan music students' broadcasts.

A showdown in the music situation as it concerns the broadcasters is expected when Justin Miller, President of the National Association of Broadcasters, meets with Mr. Petrillo and tne union's International Executive Board in Chicago next Friday (January 18th).

Representative Lea's bill makes it a penal offense to force a radio broadcaster to hire any employee whom he neither needs nor desires. There is also a provision for legal penalties against any union preventing a broadcaster from transmitting programs originating abroad.

Earlier in the week, seven Boston night clubs sought an injunction to restrain the American Federation of Musicians from interfering with their contracts with bands, maintaining the union had demanded wage boosts of 25 to 30 per cent.

Allan Seserman, counsel for the clubs, said union demands would give musicians now earning $60-$61 a week, including overtime, a straight scale of $75, with overtime extra.

He asserted one hotel had been without "live music" since Monday and that three others had agreed to pay the new rates under protest for two weeks.

X X X X X X X X X

SURPLUS PROPERTY REPORT ON RADIO PATENTS

A report of W. Stuart Symington, Surplus Property Administrator, to Congress on "Patents, Processes, Techniques and Inventions" has just been printed.

With regard to radio patents, the report states:

"Both the War and Navy Departments during the war benefited from licenses from the radio and communications industry granted by 157 companies, covering an estimated 25,000 patents or patent applications, and running for the duration of hostilities and 6 months thereafter. These licenses were mostly free, but in some instances royalties were paid to individual companies."

The report may be had from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C., at 10 cents a copy.

X X X X X X X X X

RADIO CORRESPONDENTS AGAIN LOSE IN NATIONAL PRESS CLUB

For the third successive time the constitutional amendment on whether radio correspondents shall be admitted to active membership in the National Press Club of Washington was favored by a majority of voting club members at the club's last election but failed to pass because a majority of eligible voters did not ballot.

The Press Club constitution declares that 51 per cent of the active membership must ballot to make a referendum valid. It was determined that 738 club members were eligible to vote. Thus 369 members had to express a choice to make the referendum effective but only 242 actually participated.

The distribution of votes cast on the referendum was 167 favoring admission of radio correspondents "who make no commercial announcements" and 75 opposed.

"Will the radio boys be able to talk themselves over the hurdle?" the Goldfish Bowl, official publication of the Club, asks. "Will the airy correspondents ever be able to reach the Press Club bar to quench those swollen tonsils under active membership status? Tune in this same station for later announcements. Whether the issue again goes before the membership is news yet to be made."

X X X X X X X X X X

ZENITH SIX MONTHS' OPERATING PROFIT $369,162

The Zenith Radio Corporation reports an estimated consolidated operating profit for itself and subsidiaries for the first six months ended October 31, 1945, of its current fiscal year, amounting to $369,162 after depreciation, excise taxes and reserves, including reserves for voluntary price reduction and renegotiation on war contracts, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at $279,113. net.

"Although our new post-war line was completely engineered when hostilities ceased and our factories were in position to immediately start production, we, in common with the rest of the industry, have not been able to obtain certain important parts and materials to enable us to operate our production lines on a regular basis. We have just started shipments of new receivers in very limited quantities and, barring difficulties of a national character over which we have no control, deliveries should now proceed at a rapidly increasing rate", E. F. McDonald, Jr., President of Zenith, said.

"Construction now being completed, of an additional building adjoining its present plants, will enable the company to double pre-war daily production. Negotiations are in progress for the purchase of additional manufacturing space to provide for further expansion.

"The Sales Department just recently held a showing of 26 of 64 models of its completely new post-war line, featuring one type of the company's several new silent speed record changers with the Cobra tone arm. The Cobra tone arm, an innovation in record playing, is destined to revolutionize the phonograph end of the radio business. Although orders for the models shown were solicited in limited quantities for delivery during the next six months, the orders placed will require full use of our expanded production facilities provided materials and parts are available.

"Orders from automobile manufacturers for auto sets, incorporating the patented foot control, are already overtaxing the company's facilities in that branch of its production and further solicitation of orders is being deferred until additional facilities have been provided."

X X X X X X X X X X

ESSO REPORTER CELEBRATES; PLAQUE FOR CARLETON SMITH, NBC

Celebrating "Ten Years Together", the tenth anniversary of WRC's "Your Esso Reporter", officials of Standard Oil were hosts to WRC and United Press officials at a gala cocktail and dinner party last week. The affair, at which a distinguished service plaque was presented to Carleton D. Smith,was held in the Chinese Room of the Mayflower Hotel in Washington.

E. S. Diggs, Division Manager, Standard Oil, presented the plaque to Mr. Smith declaring that "for the past ten years you, the Esso Reporters, and your staff have done a magnificent job."

Reviewing the history of "Your Esso Reporter", Frank M. Russell, NBC Vice President in charge of the Washington office, credited the Esso news with "giving us the encouragement and inspiration to be good reporters". The Esso News, Mr. Russell pointed out, pioneered radio news and set the standard for news programs.

X X X X X X X X X

NEW BROADCAST APPLICATIONS ACCEPTED FOR FILING

WABF, Metropolitan Television, Inc., New York, N.Y., construction permit to change type of transmitter and make changes in antenna system and specify frequency of Channel #53(98.5 megacycles); WBEN, Inc., Buffalo, N.Y., construction permit for a new commercial television station amended to change frequency from Channel #3 to Channel #4(66-72 megacycles); Skyland Broadcasting Corp., Dayton,O. construction permit for a new standard broadcast station to be operated on 980 kc., power of 1 KW night and 5 KW daytime amended to change power to 5 KW day and night, change type of transmitter and changes in directional antenna for day and night use; Blue Ridge Broadcasting Corp., Roanoke, Virginia, construction permit for a new standard broadcast station to be operated on 1390 kc., power of 1 KW

amended to change frequency to 1490 kc., power to 250 watts, change type of transmitter and install vertical antenna and change transmitter location; Agricultural and Mechanical College of Texas, College Station, Texas, construction permit for a new FM broadcast station with coverage of 7,860 square miles.

Station WBIR, Inc., Knoxville, Tenn., construction permit for a new FM broadcast station to be operated on 45.1 megacycles with coverage of 3,230 square miles amended to change antenna system and transmitter location; WAPO Broadcasting Service, Chattanooga, Tenn., construction permit for a new FM station to be operated with coverage of 21,596 Square miles; W9XZC, Zenith Radio Corporation, Chicago, Ill., modification of construction permit (as modified for a new experimental television broadcast station) for extension of completion date. KALE, Inc., Portland, Oregon, construction permit for a new FM broadcast station; Westinghouse Radio Stations, Inc., Portland, Oregon, Philadelphia, Pa., construction permit for a new FM broadcast station.

X X X X X X X X X

SECRET FEDERAL RADIO FINDER TERROR TO ENEMY U-BOATS

How an electronic "finger" - which pointed straight toward enemy U-boats the instant they started to use their radio transmitters - was employed by the United States Navy to win the "Battle of the Atlantic" by breaking up U-boat packs before they could attack Allied shipping, until now one of the most carefully guarded secrets of the war, was demonstrated at Great River, Long Island Monday by the Laboratories of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation.

The demonstration, staged jointly by the U. S. Navy and Federal Telephone and Radio at the company's Great River experimental station, revealed for the first time the ability of long range high frequency direction finders (HF/DF) to locate underseas craft even though they might be operating half way across the ocean.

Developed and manufactured by Federal Telephone and Radio, under the sponsorship of the Navy, Army, and the National Defense Research Committee, the direction finder equipment is considered by the Navy to have been the foundation of its offensive against the German submarine menace when Allied shipping losses were at their peak during the dark days of the war in 1943. The device proved a worthy electronic teammate of radar in directing the Navy's escort ships and airplanes to victory Axis submarines. As a collateral feature of the demonstration, FTR officials outlined how this same equipment will be of invaluable post-war aid in increasing the safety of overseas passenger plane service.

Primary interest at the demonstration was centered in the additional information revealed why many enemy U-boat captains, now entombed in their raiders' hulls on the ocean floor, had little

time to wonder how Allied men-of-war could find and attack them so quickly. One of the outstanding accomplishments of the equipment, Navy officers disclosed, was the locating of the German submarines which landed spies and saboteurs on the Long Island and Florida coasts in the Spring of 1942.

The remarkable results achieved through direction finder operations were not possible prior to the outbreak of the war, but intensive research and development in the high frequency field by scientists and engineers of Federal's laboratories enabled DF to take its place among the nation's outstanding electronic contributions to the war effort.

The effectiveness of the new direction finder depended upon the use of their radios by enemy U-boats, it was pointed out, hence the care in guarding the secrecy surrounding the development. Nazi submarines did use their radios and continued to use them, even when they were being located and destroyed in rapidly increasing numbers.

Naval officers at the demonstration said that enemy submarines used Kurier, or "squirt", transmission - a system of radio communication in split-second bursts - to their bases in occupied territory, to one another in organizing their "wolf-pack" attacks, and in conveying weather information from this side of the Atlantic to the German high command. These "compressed" messages were picked up at the enemy receiving station on high-speed recording devices which later "stretched" the recorded message by playing it back at reduced speed.

The continual plotting of submarines by direction finder networks enabled the Navy to reroute Allied convoys so as to avoid individual submarines or "wolf-packs" stalking the convoy lanes of the Atlantic. The Navy's intercept stations ashore ranged from Jan Mayan, a small island between Iceland and Spitzenbergen, all the way south to Bahia, Brazil.

It was believed by the enemy that the brevity of these radio contacts forestalled detection by any devices known to them. They were, of course, unaware of the new American direction finders on escort ships which revealed the location of the underseas craft the instant they started to transmit, no matter how briefly or how far away. The new direction finder responds with precise accuracy to radio waves from across the Atlantic, or farther.

The Naval officers explained how the anti-submarine ships had been aided further by the German passion for precision and schedules. Many of the U-boats, they said, radioed their "flash" messages to the German bases at an identical minute each day, an accommodation of which the Navy skippers made the most through their new direction finders.

Officials of Federal's laboratories, in which I. T. & T. research and development work in the United States is centered, stated that work done in their associated laboratories in Paris - hastily moved to this country just ahead of the German invasion of France in May and June, 1940 - had enabled the Company to meet quickly the Navy specifications for this direction finder to cope with the desperate needs at sea.

X X X X X X X X

SCISSORS AND PASTE

News Commentator La Guardia
(Jack Gould in "New York Times")

Fiorello H. LaGuardia's return to the status of private citizen and commercially-sponsored radio commentator found the former Mayor starting off in a decidedly subdued manner. His locally broadcast comment on civic affairs (12 noon on WJZ) was the more peppy and characteristic, but still fell considerably below his average when he presided in City Hall and was the top act on Station WNYC. His evening discourse on the national scene (9:30 P.M.; WJZ-American) was even more restrained and lacking in the vigorous point of view which he usually voices.

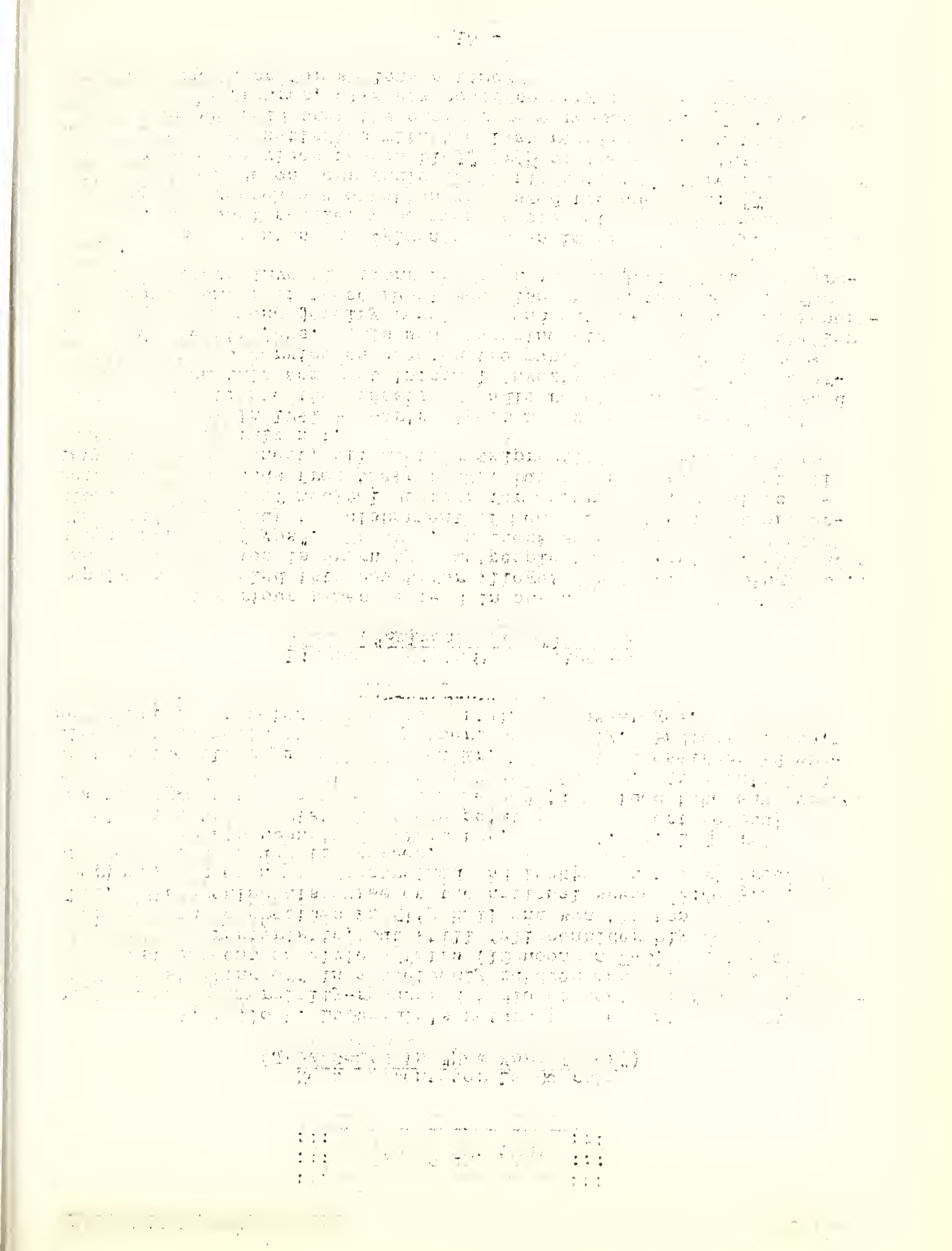
In his noontime performance, in fact, Mr. LaGuardia sounded almost a trifle wistful at one point when the best he could do was to suggest that citizens whom he had just aided take any further woes to the Police Commissioner or Mayor O'Dwyer. It wasn't like that in the old days on WNYC when Mr. LaGuardia himself could promise that he would attend to matters personally. Radiowise, too, apparently, not being Mayor has certain disadvantages.

Licensing Of Radio Servicemen
("Sylvania News")

At various times we read in our newspapers that radio repairmen are haled into court for illegal practices, gypping, etc., and the conclusion is drawn by some people that therefore, all radio servicemen are "gyps". However, in these same newspapers we also find articles about the disbarment of members of the legal profession, conviction of medical doctors for malpractice, cashiers absconding with funds from their banks, but do we conclude that all lawyers are dishonest, all doctors malpractitioners and cashiers thieves? Certainly not.

Back in 1941 Reader's Digest magazine had one of their editors investigate the honesty of radio repairmen. The published findings from this somewhat informal investigation were to the effect that radio servicemen cheated the public on 64 out of every 100 radio repair jobs. This same magazine also conducted a similar investigation among jewelry repairmen and auto mechanics, and reported a large number of these repairmen also gypped the public. The result of these investigations has been the subject of much controversy.

Some months ago Sylvania had an impartial survey, based on a broad, national sample, made among radio set owners by a nationally known research organization who asked the question: "Were the last repairs made on your radio set satisfactory?" Were the charges made for such services reasonable?" 93% of the people interviewed stated they were satisfied with the last repairs made on their radio, and 89% said that the charges were reasonable. We thoroughly believe these figures, else how could so many radio servicemen have stayed in business for so long a time?



There is one school of thought that says licensing of servicemen will end gypping, overcharging, etc. Others point out that licensing may mean unfair examinations, politically appointed inspectors, graft, collusion and other evils.

The matter of licensing servicemen is, we believe, the servicemen's own problem. If the servicemen in one locality feel they should be licensed, they can take the necessary steps to have such license procedure enacted in their own city, county or State; but before taking any final steps, they should study carefully both the benefits and shortcomings, and remember legislation alone is no guarantee of honesty or integrity.

The Birth of a Natural

(William C. Ackerman, Director, CBS Reference Department, In "Variety")

One night in 1922 Eddie Cantor, after singing a few songs into a tomato-can mike, said, "Let's see now, there must be something like 100,000 persons listening to me. If each one of them would send me a dime----." In the next day's mail were some 400 letters containing a miscellaneous mass of trinkets, foreign exchange, collar buttons, shoestrings, and coins. The advertising fraternity soon began to draw conclusions from such chance demonstrations of listener response.

Ed Wynn, incidentally, fathered the first successful attempt to broadcast an entire musical comedy production, when he presented "The Perfect Fool" on Feb. 19, 1922. More than 2,000 letters asked for more.

But there were serious things, too, being said on the air by churchmen and educators, and serious thinking being done on the future of the new apparatus. "When William Jennings Bryan speaks nowadays over the radio", a magazine said significantly in 1922, "a quarter-million people hear the Great Commoner."

"One Good Deed Deserves Another"

(Peter Carter in "Washington Times-Herald")

Mrs. Leroy Mark, whose late husband was the founder of the American Broadcasting Company in Washington and which name Mrs. Mark made available to the Blue Network Company, was the honored guest at a recent luncheon given at the Mayflower. The hosts were Edward Noble and Mark Woods, respectively, Chairman and President of the American Broadcasting Company, Inc.

Commissioner (FCC) Paul Walker and Commissioner Wills and Senator Robert LaFollette of Wisconsin, the latter telling an amusing story about a famous personage and his attitude toward the microphone.

Mark Woods, whose short, kindly speech, made on the presentation to Mrs. Mark of a bronze plaque, made every eye a bit misty and Mr. Noble whose speech, a little later, having to do with company shares, etc., gave everyone a hearty laugh.

X X X X X X X X

TRADE NOTES

John W. Gunstream, former Director of Radio and Visual Education of the Texas State Department of Education, has become Director of the newly-organized Audio Video Institute. The new organization, whose home office will be located in Dallas, is designed to serve schools in the field of sound and visual education.

Mr. Gunstream, a national authority in the field of radio and visual education, was one of the organizers of the Texas School of the air, which attained outstanding merit in its service to Texas schools.

The new Audio Video Institute has been appointed educational dealer for RCA Victor in the Texas, Oklahoma, and New Mexico territory. In cooperation with RCA Victor, the Institute will provide complete facilities for sound and visual education.

Frank M. Russell, NBC Vice-President in charge of the Washington office, and Mrs. Russell announce the birth of a son, Morgan Russell, last Wednesday morning, January 9th. The baby, weighing 7 pounds and 12 ounces, was born in Columbia Hospital, Washington.

Appointment of E. R. Taylor to become Zenith Radio Corporation's Director of Advertising was announced last week by J. J. Nance, Vice-President. Mr. Taylor joined Zenith in 1943, first taking charge of sales promotion for the new Zenith Radionic Hearing Aid at the time of its introduction. Within four months Zenith had assumed first place in the hearing aid industry; two months later the company was selling more hearing aids than all other manufacturers combined.

With reconversion, Mr. Taylor assumed charge of promoting Zenith's new line of radios.

When prospective purchasers of automobiles were asked in a recent survey by Sylvania Electric Products, Inc., if they planned to buy a car equipped with a radio, 80.4 percent answered in the affirmative, 17.1 percent gave a negative answer and 2.5 said they were undecided.

The International Review for December, just out, published by the I. T. & T., has for its feature articles: "Great Britain - Heart of an Empire"; "Huff Duff", the story of how I. T. & T. developed equipment aids for air-sea rescue by the U.S. Coast Guard, and an account of the S.T.C., I. T. & T.'s Australian associate.

A correction from the American Broadcasting Company reads:

"In trade news item sent out yesterday headed: 'Reed Wyte to Join ABC's Creative Sales Department' throughout copy please correct spelling of his name to: READ WIGHT".

In other words, "Read right".

Approximately 75.6 percent of troop-transport ships are now equipped with Raytheon radar, and it is expected that this figure will be increased to nearly 100 percent (or 500 ships) during January, 1946, according to a press release from the Raytheon Mfg. Co.

Radar eliminates the delays caused by bad weather or poor visibility. A pencil-sharp beam constantly searches the area all around the ship, giving a map-like presentation on the radar indicator of anything that falls within its range. Other ships, icebergs, buoys - even driftwood - are spotted with an accurate indication of their bearing and distance off. It is estimated that the return of troops has already been speeded up by the use of radar.

Major Charles A. Kibling, WOR engineer who returned to the station in October, 1945, after three years in the Signal Corps, has been awarded the Bronze Star. His citation reads:

"For meritorious achievement in connection with military operations against the enemy from 1 January 1945 to 27 July 1945. As the Officer-in-Charge of Radio Activities, Army Communications Service, Guam, Major Kibling scheduled, coordinated and supervised the installation and operation of multichannel, multiplex, radio teletypewriter, and teletypewriter repair facilities. His energy, ability and diplomacy were largely responsible for the successful functioning of the joint Army-Navy communication activities in the field of radio at this base."

Major Kibling saw action in both the European and Pacific theatres of war.

RCA Victor radio distributors and dealers in the New England area, meeting at Providence, R.I., Jan. 11, heard Dan D. Halpin, RCA Victor television sales representative declare that New England will provide one of the greatest sales areas for television receivers in the country.

Pointing out that the A. T. & T. coaxial cable system extends through Providence to Boston, Mr. Halpin said that with the completion of the circuit early in 1947 a market of 200,000 wired homes is opened to television sales. The coaxial cable will make Providence, along with Washington, Philadelphia, New York, Boston and Schenectady, one of the links in the nation's first television network.

Martin J. Goldstein and Isabelle Goldstein, trading as Realflex Products Co., 335-38th Street, Brooklyn, and 5216 Third Avenue, Brooklyn, selling and distributing automotive specialties, including spark plug cable sets, are charged in a complaint issued by the Federal Trade Commission with misrepresentation. In addition the respondents are charged with having used the trade names of various well- and favorably-known concerns as names or designations for the respondents' products, among such trade names being those of the Champion Spark Plug Company, The Goodyear Tire and Rubber Company, and the Zenith Radio Corporation.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

BROADCASTING CO.
LEGAL DEPARTMENT
RECEIVED
JAN 25 1946
A.M. P.M.

INDEX TO ISSUE OF JANUARY 23, 1946

FCC Considers Proposal To Add FM Band For Rural Service.....1

Maybe Paul Porter Is Going To The White House After All.....3

50 MC. Better For Rural FM, McDonald Says Evidence Shows.....4

Gen. Sarnoff Heads New U.S. Labor Advisory Committee.....5

Midwest Farmer, Radio Prize Winner, Talks Turkey To Truman.....6

Court Voids Power Of FCC To Punish By License Denial.....7

OPA Levels Off On Radio Set Prices.....8

Clement, Crosley V-P, Completes British Radio Mfg. Survey.....9
NAB Head Gives Favorable Petrillo Report; Maddy Fired.....9

FCC Begins Choosing National Capital's 4 TV Stations.....10

Fragrance Of Alfalfa Club Again Lost On Desert Air.....11

WGN In Chicago News Bldg. Until New Quarters Completed.....12
Truman Phones Eisenhower To Praise Radio Talk.....12
Applications (Broadcast) Accepted For Filing By FCC.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1714

January 23, 1946.

FCC CONSIDERS PROPOSAL TO ADD FM BAND FOR RURAL SERVICE

After discussing for two days the desirability of additional FM channels to supplement those already designated in the 88-108 mc. band to include the 42-50 mc. band, as petitioned by the Zenith Radio Corporation of Chicago, the Federal Communications Commission turned its attention to a suggestion made by Dr. C. B. Jolliffe, Vice-President in Charge of RCA Laboratories, that if it is necessary to make a change in order to provide FM stations with greater rural service areas that the Commission adopt the first alternate it proposed last May. This would mean the assignment of FM to the band 48 to 68 megacycles.

Commander E. F. McDonald, Jr., President of Zenith, was agreeable to this compromise, saying:

"It is my hope that the Commission will either grant the request in our amended petition that the additional band of 44-50 mc. be allocated to FM or that it will adopt RCA's suggestion of putting all FM broadcasting in the 48-68 mc. band. One or the other of these alternatives should be adopted in the public interest."

Dr. Jolliffe said his suggestion was made in the belief that if the reallocation problem is to be reopened, it would be more constructive to place all FM on a single band. He said RCA estimated that the additional cost to the consumer of a "two band" FM receiver over a single band receiver would be from $3 to $5 per unit.

Not since the FM frequency reallocation has been under discussion has Major Edwin H. Armstrong been given such a free hand in testifying. Although he is the inventor of FM, the charge has been made that Major Armstrong on previous appearances had been hurried by FCC officials and "pushed around generally". This was so noticeable on the concluding day of the oral arguments that one writer commented that Major Armstrong "was almost given the bum's rush".

The reason for the alleged shabby treatment in that instance was believed to have been the charge made by Major Armstrong (which, by the way, has never been denied) that the public report which the FCC had made on FM had been "doctored". Major Armstrong said that in a confidential report made previously, the Commission engineers had admitted they were wrong on their FM figures. He further charged that in the subsequent public report this sentence was deleted and the assertion was made that they were right.

However, that incident seemed to have been forgotten last Friday and Major Armstrong was apparently welcomed with open arms.

He backed up the Zenith tests saying that the phenomena recorded were in line with those observed by him. When asked by Chairman Porter if there was a full channel occupancy based upon that allocation in the New England area if the needs of rural listeners would be met in the band from 88 to 108 megacycles, Major Armstrong replied:

"No, I think you will always be able to give a better service on the lower bands and by better service I mean better signal-to-noise ratio, and also more programs."

"As I understand what you are advicating is that as many channels be added at this time; and if you waited a year you couldn't add those channels for 50 cents or for a dollar, as three manufacturers testified. Is that right?" FCC Commissioner Denny asked.

"I think you have got to put the band in now if you are going to do anything", Major Armstrong replied.

Occupying a front seat at the opening hearing was Senator Charles W. Toxbey(R), of New Hampshire, a fighting member of the Interstate Commerce Committee of shich Senator Burton K. Wheeler is Chairman, and which handles radio legislation in the Senate. Senator Robey was quoted as saying he was there to make sure that FM was not held back by "undue influence" and that he wanted to see it serve rural as well as urban population. Senator Wheeler is also known to be very much interested in the final FM allocations but he was in Montana at the time of the hearing last Friday.

Numerous witnesses testified. C. Wesley Carnahan, of Zenith's research staff gave the details of the Zenith tests on 45.5 and 91 mc. over a transmission path of 76 miles between Deerfield, Ill., and Richfield, Wis. J. E. Brown, Assistant Vice-President and Chief Engineer of Zenith commented at length upon the findings reported by Mr. Carnahan and answered numerous questions which the Commissioners asked about the Zenith tests. C. R. Miner, in charge of household receiver development of General Electric said that GE agreed with the Zenith findings.

John D. Reid, Manager of Research, of the Crosley Corporation, Cincinnati, endorsed the Commission's allocation of the 88-108 mc. FM band. Mr. Reid said that the operation in the 42 to 50 mc. region, as proposed by Zenith, would be subject to long distance interference from sporadic E and F-2 layer transmission; that the addition of another FM band would complicate the antenna of the receiver and that the 44-50 mc. band is needed for the nation-wide development of television.

M. L. Levy, Chief Engineer of the Special Products Division of Emerson Radio & Phonograph Corporation in New York, said Emerson "Welcomes this opportunity to register its disapproval of of the inclusion of a second band for FM broadcasting."

K. A. Norton, FCC radio consultant, whose findings have been a storm center, defended his original calculations. Mr. Norton said he didn't question the accuracy of the measurements made at Deerfield.

W. P. Hilliard, General Manager of the Radio Division of Bendix Aviation, declared his company had come to the conclusion that the proposed 88-108 mc. band is well suited for the purpose intended. Norman Wunderlich, Executive Sales Director of the Federal Telephone and Radio Corporation, said the 42-50 mc. band would require Federal's starting from scratch on transmitter design, preparation for manufacture, and the procurement of materials and he doubted whether they could deliver any such FM transmitters before Fall. Cyrus T. Read of Hallicrafters likewise predicted delay if the 42-50 band were included and said that "it would be several months before an already impatient public could purchase new receivers."

David B. Smith, Vice-President in charge of engineering of Philco Corporation, said that Philco would have to shut down all lines with the FM band for a period of four or five months while they changed over and worked out new designs for two-band receivers.

H. B. Donley, Manager of the Home Radio Division of Westinghouse, testified that should the Commission now decide on two bands, it will be necessary to increase the cost of receiving sets because it will be necessary to incorporate additional parts.

An early decision in the case is expected.

X X X X X X X X X

MAYBE PAUL PORTER IS GOING TO THE WHITE HOUSE AFTER ALL

Reports still persist that President Truman may draft Paul A. Porter, Chairman of the Federal Communications Commission, for duty as a White House aide. A new angle is that if Chairman Porter joins the presidential secretariat, pressure may be exerted from Capitol Hill to have the President replace Mr. Porter as Chairman with FCC Commissioner E. K. Jett, who though probably better qualified for the chairmanship than any man on the Commission has never wanted it. He was also President Roosevelt's choice for the position but at Mr. Jett's own request, Mr. Jett was specifically exempted by Mr. Roosevelt in November 1944 when Mr. Jett was temporarily appointed to succeed Chairman James L. Fly and to serve until Mr. Porter could take over. It is certain that Mr. Jett would try just as hard to dodge the chairmanship now as he did then.

As far as seniority is concerned, Mr. Porter's successor would be Paul A. Walker, now serving as Vice-Chairman. Mr. Walker, however, is up for reappointment in June. He has specialized more on public utilities than radio.

Clifford J. Durr, brother-in-law of Supreme Court Justice Black, who is supposed to want to get his hand on radio programs and who has been very critical of broadcast station offerings, might also come into the picture but there probably would be no cheers for him from the broadcasters.

It was pointed out to this writer sometime ago that a likely dark horse for the FCC chairmanship might be the newest and youngest Commissioner, Charles R. Denny, 33 years old, former General Counsel of the Commission.

X X X X X X X X X X

50 MC. BETTER FOR RURAL FM, McDONALD SAYS EVIDENCE SHOWS

Summarizing his impressions of the FM hearings just concluded by the Federal Communications Commission, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, stated:

"The record is clear and I believe the Federal Communications Commission, now that it has the newly developed evidence before it, will see that the 100 mc. band for FM is inadequate and far inferior to the 50 mc. band and that the 50 mc. band can do a far more satisfactory job in serving the farmers and the ruralites than can ever be hoped for from the 100 mc. band."

Commander McDonald continued:

"Other than our own engineers, the only witnesses who testified that they had studied our findings and measurements and were, therefore, qualified to analyze our findings were Major Armstrong, Commander DeMars, Mr. Bailey, Mr. Allen and Mr. Norton, the latter two appearing as witnesses for the Federal Communications Commission. Four of these qualified men supported our findings and only Norton, whose theory FCC originally followed and whose theory was not supported by any of the other propagation experts in earlier hearings, materially disagreed. It is significant and perhaps only natural that Mr. Norton should disagree with the results indicated by the Deerfield (Zenith) and Andalusia (FCC) tests, because they confirmed the opinions of all the other propagation experts who testified in the earlier hearings and disapproved Mr. Norton's theories. It should be noted that to the degree that Norton disagreed with the Zenith findings, he also disagreed with FCC's own Andalusia findings, and he had no real factual data upon which to base his disagreement but was still talking about theories.

The broadcasting networks who originally urged moving FM to the 100 mc. band, and whose representatives testified at the earlier hearings, were conspicuous by their absence. Why they did not appear I do not know."

"The only radio receiving set manufacturers who urged at this hearing that FM be left in the 100 mc. band only and who indicated that they did not want the more efficient 50 mc. band at this time added were: Bendix, Crosley, Emerson, Federal, Hallicrafters, Philco and Westinghouse. Each of the above manufacturers, who were represented at the two meetings of the Radio Technical Planning Board Panel on FM Receivers of the Radio Industry, voted on the two occasions in 1944 and 1945, when the Commission was first considering moving FM from the 50 mc. band, in favor of leaving FM in the 50 mc. band and not moving it to the 100 mc. band, but now that they are tooled up for the 100 mc. band, they vote against the inclusion of the 50 mc. band which they originally indicated they preferred. The only two of the above manufacturers who were not represented by their engineers at either one of these RTPB meetings were Bendix and Hallicrafters.

"In summarizing, our General Counsel, Mr. Herriott, stated that in order to eliminate the possible question of competitive advantage, it would perhaps be advisable to place FM in the RCA suggested band of frequencies so that all manufacturers would start on an even basis from scratch with no one being subject to the charge of having been tooled up and designed for such frequency band. Incidentally, we advised the Commission that Zenith is not now tooled up even for the two bands (42-50 and 88-108) which we suggested in our petition, and also that General Electric, which joined with us in our petition, is not tooled up for two bands in any area of the spectrum.

Commissioner Jett raised the question, 'Should the Commission delay action on this for another year?' I feel that the evidence before the Commission is so conclusive that the 100 mc. band is inadequate, that the public is entitled to immediate action. Philco themselves stated that they intended to sell $75,000,000 worth of FM receivers in the next six months. These sets would be rendered obsolete by the addition of the 50 mc. band a year from now, and the figure of $75,000,000 is only the estimate of what one manufacturer hopes to do."

X X X X X X X X

GEN. SARNOFF HEADS NEW U.S. LABOR ADVISORY COMMITTEE

Secretary of Labor Lewis B. Schwellenbach Monday appointed Brig. Gen. David Sarnoff, President of the Radio Corporation of America, to head a new Labor-Management Advisory Committee. The other members of the Committee are: Vincent P. Ahearn, Executive Secretary of the National Sand and Gravel Association; Clarence O. Skinner of Automobile and Aviation Parts Manufacturers, Inc.; H. W. Steinkrauss, President of the Bridgeport Brass Co.; Frank P. Fenton, American Federation of Labor Director of Organization; Boris Shiskin, AFL economist; Richard T. Frankensteen, Vice President of the United Automobile Workers (CIO), and Clinton S. Golden, Assistant to the President of the United Steel Workers (CIO).

X X X X X X X X

MIDWEST FARMER, RADIO PRIZE WINNER, TALKS TURKEY TO TRUMAN

The "Typical Midwest Farmer" sent to Washington this year by the Cowles Broadcasting Company, scored a bull's-eye in an unusual session with President Truman. Perhaps the story was best told by Col. Albert L. Warner, head newsman of WOL, Cowles' Capital outlet, in a broadcast over that station when he said:

"The representatives of almost every kind of special interest are knocking every day at the White House door. Today there entered an unfamiliar figure with no axe to grind. He was a dirt farmer from the village of Westside, Iowa. He raises corn, hogs, cats and also eight children, works hard and minds his own business. President Truman welcomed him and his wife as he would a fresh breeze from the prairies.

"The farmer was Mr. John Oeser and he was making his first trip East because he had been surprised by being selected as the typical farmer of five Midwestern States. It was a contest conducted through county agents and newspapers by Station WNAX, a Cowles station in Yankton, S. D. Mr. Oeser, who modestly speaks his mind to his neighbors, spoke likewise to the President. He said to Mr. Truman, 'Do you think we farmers are out of line because we are not striking like the rest of the people are?' And Mr. Truman replied, 'I think that is the only thing left to happen to make the country go all to pieces.'

"The President suggested that if the farmers were to organize one group they could be the most powerful organization in the country. The Iowa farmer said, 'Mr. Truman, that's a hard thing to do and some of the leaders you get do things only for their own selfish good.' The President gave heartfelt agreement. He said that's the trouble with so many organizations today - their leaders."

Mr. Oeser was chosen out of some 8500 nominees from Iowa, Minnesota, Nebraska and North and South Dakota, as the "Typical Midwest Farmer". As a part of the award, Mr. and Mrs. Oeser spent a full week in Washington as the guests of WOL. The climax of the visit was a reception and dinner held in their honor at the Statler.

Hosts at this party were Commander T.A.M. Craven, Washington Vice-President of the Cowles Broadcasting Company, and Merle Jones, General Manager of WOL. Assisting were Arthur Casey, in charge of WOL Public Relations, and Mrs. Jack Paige, in the absence of her husband due to illness. Choosing a "Typical Midwest Farmer" was suggested by Mr. Paige, then on the staff of WNAX and now Publicity and Special Events Director of WOL.

James H. Allen, Promotion Manager of WNAX acted as toastmaster at the dinner at which there were no speeches, an announcement which was greeted with applause. Arthur J. Smith, Public Relations Director of WNAX, however, explained briefly that in 1943 the idea of naming a "Typical Midwestern Farmer" was conceived to bring attention to the kind of a job the farmer was doing in the war.

Among those present at the dinner were: Senator and Mrs. Bourke B. Hickenlooper, of Iowa; Senator and Mrs. Harlan J. Bushfield of Iowa; Representative and Mrs. James I. Dolliver, of Iowa; Senator and Mrs. Chan Gurney, South Dakota; Senator and Mrs. William Langer, North Dakota; Senator Hugh Butler, Nebraska; Senator and Mrs. Kenneth S. Wherry, Nebraska; Congressman and Mrs. Harold Hagen, Minnesota; Federal Communications Commissioner and Mrs. Paul A. Walker; Federal Communications Commissioner and Mrs. William Henry Wills; Rear Admiral Harold B. Miller, Director, Public Relations, Navy Department; Willard Egolf of the National Association of Broadcasters and Mrs. Egolf; Mr. and Mrs. Winfield Preston; Richard F. Wilson, Des Moines Register and Tribune, and Mrs. Wilson; and Nat. S. Finney, Minneapolis Star-Journal and Tribune, and Mrs. Finney.

X X X X X X X X X X X X

COURT VOIDS POWER OF FCC TO PUNISH BY LICENSE DENIAL

The United States Court of Appeals in Washington Monday held that the Communications Act does not confer upon the Federal Communications Commission any punitive jurisdiction, "and a license or its renewal may not be withheld in order to punish an applicant for violating the act or a rule or regulation of the Commission."

The opinion, written by Justice Wilbur K. Miller, reversed a ruling of the FCC refusing to renew a license for radio station WOKO, Inc., of Albany, N. Y.

The court said the Commission's reason for the denial, which was based on the applicant's failure to show beneficial ownership of 24 per cent of its capital, "cannot be justified as a penalty for making false statements." Punishment, the opinion said, can come only after conviction under provisions of the act, which provides for heavy fines.

The "guiding star" of the Commission in the issuance or renewal of a radio license, according to the opinion, "is fixed by the statute as to the interest, convenience or necessity of the public."

Chief Justice D. Lawrence Groner wrote a dissenting opinion, expressing the view that the Commission's act in terminating the life of the station, "punishes the innocent equally with the guilty", but holding, however, that the Commission had acted within its discretion. Justice E. Barrett Prettyman sided with the majority.

X X X X X X X X X X

A booklet has been compiled "RCA Television Policies and Plans" of statements made at the television demonstration to the press at RCA Laboratories at Princeton, N.J., last month by Brig. Gen. David Sarnoff, President, RCA; Frank M. Folsom, Executive Vice-Preident in Charge of RCA Victor Division; Niles Trammell, President, NBC, and Dr. C.B.Jolliffe, Executive V-P in Charge of RCA Laboratories.

X X X X X X X X

OPA LEVELS OFF ON RADIO SET PRICES

The radio price regulation has been changed in several minor respects, without any significant change in the consumer price level, the Office of Price Administration said yesterday (Tuesday).

In an action effective January 26, 1946, the price agency did the following:

1. Raised by one dollar the cut-off point defining the upper limit of the medium price range.

The low, medium and high ranges are based on manufacturers' pre-war prices to wholesalers, and the medium range has been from $11 to $30 at the manufacturing level. Each price range has its separate resale mark-up, to be applied by the manufacturer for purposes of preticketing with the retail price, as required by the regulation. The mark-up is substantially higher on high priced sets than on medium priced sets, and as a result, consumer ceilings broke off at about $58, with the next higher price about $65, OPA said.

The familiar price of $59.95, frequently used before the war for sets in one popular quality class, was therefore eliminated, and it has seemed desirable to restore the $60 radio to the retail market, OPA said.

In order to do so, OPA has raised the upper limit of the medium price range by one dollar, so that manufacturers are now free to apply the lower mark-up to slightly more expensive sets and obtain a retail price in the neighborhood of $60.

2. Stated specifically that manufacturers of sets for export or for sale by a mail order house need not preticket these sets with the retail price. It was never intended that they should be, OPA said, but specific authorization to omit the tag was not heretofore included.

3. Set specific mark-ups over manufacturer prices for sales by mail order houses distributing under their own brand names. Heretofore mail order house owners of brand names were required to apply individually to OPA for ceiling prices on sales of the sets specially manufactured for them.

The mark-ups are slightly lower than those applicable to sales by other types of retail outlets, OPA said, to reflect prewar differentials between mail order house and other retail prices for special brand radios.

(Amendment No. 1 to Maximum Price Regulation No. 599 - Radio Receivers and Phonographs - and Order No. 1 under Section 21 of Maximum Price Regulation 599 - both effective January 26, 1946.)

X X X X X X X X X

CLEMENT, CROSLEY V-P, COMPLETES BRITISH RADIO MFG. SURVEY

Lewis M. Clement, Vice-President in Charge of Research and Engineering, Manufacturing Division, The Crosley Corporation, has been making a survey of the British radio manufacturing industry for the past two weeks, arriving in New York last Sunday by Pan American plane from England.

Mr. Clement discussed and compared British and American radio manufacturing methods and facilities with heads of the radio industry in England. He made his headquarters at Grosvenor House.

Upon arrival in New York, Mr. Clement left at once for Cincinnati. He will return to New York on Friday, January 25th, when he will preside as master of ceremonies at the "President's Luncheon" at the Winter technical meeting of the Institute of Radio Engineers at the Hotel Astor. Paul Porter, Chairman, Federal Communications Commission, will be the luncheon speaker. Dr. Frederick B. Llewellyn, the incoming President of the I.R.E., will be honored at this luncheon.

X X X X X X X X X X X

NAB HEAD GIVES FAVORABLE PETRILLO REPORT; MADDY FIRED

Judge Justin Miller, President of the National Association of Broadcasters, met in Washington Monday with the Special Industry-wide Committee which has been studying relationships of the radio industry and the A. F. of M. Judge Miller reported fully to the Committee concerning his meeting with James C. Petrillo and the A. F. of M. Board in Chicago on Friday, Jan. 18. Judge Miller's report was regarded by the members of the Committee as being encouraging and as providing a basis for future negotiations with the A. F. of M., leading to a peaceful adjustment of the differences which have existed between them.

At the same time word came from Chicago that Dr. Joseph E. Maddy, founder and Director of the National Music Camp at Interlochen, Michigan, was expelled from the Musicians Union by an unanimous vote of the Executive Board. Mr. Petrillo did not participate in the decision.

Dr. Maddy had a four-hour "trial" in Chicago a week ago last Tuesday, on charges that he violated the union's constitution by teaching music at the camp after it had been put on the Federation's "unfair" list a year ago in a controversy over radio broadcasting by its amateur musicians.

The Industry-wide Committee of the NAB in Washington Monday authorized the appointment of a smaller negotiating committee to meet with a negotiating committee which will represent the A. F. of M. The composition of this negotiating committee and its membership were discussed and President Miller was authorized to name it. This he will do in the very near future.

Those present at the meeting were: Frank White, Frank Mullen, Wayne Coy, T. A. M. Craven, Robert Swezey, G. Richard Shafto, Theodore Streibert, John Elmer, Clair McCollough, E. E. Hill, Keith Kiggins, Joseph McDonald, Judge Justin Miller, A. D. Willard, Jr. and C. E. Arney, Jr.

X X X X X X X X X X

FCC BEGINS CHOOSING NATIONAL CAPITAL'S 4 TV STATIONS

Confronted with the task of determining who shall have the four valuable television licenses in the National Capital, the Federal Communications Commission began hearings last Monday. The applicants were the Bamberger Broadcasting Service of New York; Capital Broadcasting Co., now operating Station WWDC in Washington; the National Broadcasting Co., operating WRC in Washington; Allen B. DuMont Laboratories, Inc.; Philco Radio & Television Corp., Inc., and The Evening Star Broadcasting Co., operating WMAL in Washington.

Alfred J. McCosker, Chairman of the Board of the Bamberger Service, who holds the same position with WOR, New York, and the Mutual Broadcasting System, when asked by Frank Scott, counsel, to state to what extent under Mr. McCosker's supervision programs had been presented in his 23 years at WOR, the witness replied: "I should say well over 100,000 hours." Mr. McCosker stated that the plan was to have a local resident manage the Washington television station.

"We believe it is more desirable to have someone who is inherent in Washington and infiltrated with its population and program desirabilities."

Theodore C. Streibert, President of Bamberger Service, said public events in Washington would be transmitted to local television-set owners and fed to such other affiliates of the Mutual Broadcasting System throughout the country as may be granted television licenses.

Among the other witnesses for the Bamberger Service were J. R. Poppele, Chief Engineer of WOR, and Eugene S. Thomas, Sales Manager. Bamberger, which has already purchased a tower site in Washington for $43,000, completed its case after declaring it would spend $500,000 on the 300 foot tower and television transmitting station and another $250,000 on a downtown studio.

Julian Armstrong, Assistant to the President of Allen B. Dumont Laboratories, stated that 15,000 television receiving sets would be in Washington by the middle of 1947. He estimated there would be more than 30,000 sets in the Washington area in 1948.

Samuel H. Kauffman, President of the Washington Evening Star company, said the transmitter and one studio would be installed on the American University campus, with a new building slated for construction at 12th and K Streets, N.W. for offices and studios of WMAL, the television station and a frequency modulation station under consideration.

X X X X X X X X

FRAGRANCE OF ALFALFA CLUB AGAIN LOST ON DESERT AIR

Another big Washington dinner which has never been broadcast but which would prove highly entertaining if it could be, was that of the Alfalfa Club held last Saturday night and attended by 600 guests including top flight Washington notables headed by Gen. Dwight D. Eisenhower.

Secretary of State James F. Byrnes, retiring president of the club, passed the gavel along by radio from London, where he is now attending the UNO conference, to Clarence A. Aspenwall, a Capital business man.

It was the first Alfalfa Dinner since Pearl Harbor. Also the first since the famous clash there between fellow-members, fellow publishers and fellow radio station operators, - Jesse H. Jones, then head of the RFC and publisher of the Houston Chronicle, and Eugene Meyer, publisher of the Washington Post and owner of Station WINX in this city.

Gene Buck, former ASCAP President, who always brings over a carload of New York stars to entertain the Alfalfa guests, had no such competition as the Jones-Meyer bout last Saturday night. Even if he had, it probably wouldn't have worried him as Mr. Buck is used to such things having had the late Senator Huey Long as his guest at the Long Island Country Club the night somebody socked Huey. In fact, Gene Buck is probably the only person living who knows what really occurred upon that memorable occasion but up to now has never divulged the secret.

With Mr. Buck at the Alfalfa Saturday night was Lieut. Gene Buck, Jr., who was awarded the Army Air Medal for meritorious achievement as a fighter pilot with the noted "Thunderbolt Squadron", and who subsequently received the Presidential citation and won a special commendation from General Patton. Among the other guests known to or of interest to the radio world were:

George Allen, newly appointed Director of RFC, Director of American Cable & Radio Corporation; Walter J. Brown, Station WSPA, Spartanburg, S. C.; D. Worth Clark, former United States Senator from Idaho; Wayne Coy, Manager, Station WINX, Washington; Earl Godwin, Secretary, Radio Correspondents' Association; Jesse H. Jones, owner Station KTRH, Houston, Texas; Ray Henle, radio commentator; John M. Littlepage, radio counsel; Thomas P. Littlepage, radio counsel; Eugene Meyer, owner Station WINX, Washington; Admiral H. B. Miller, Chief of Public Relations, Navy Department; Edgar Morris, Zenith Washington representative; Frank C. Page, Vice-President, International Telephone & Telegraph Co., New York City; and Senator Wallace H. White, Jr., Senate Minority Leader.

X X X X X X X X

WGN IN CHICAGO NEWS BLDG. UNTIL NEW QUARTERS COMPLETED

WGN, Inc., and the Chicago Daily News Printing Company have announced rental of two floors of the Daily News building, to the radio station for use in broadcasting operations.

The lease, which begins March 1, will run for two years. It involves the 25th and 26th floors, once occupied by Station WMAQ, but which have been vacant for several years.

The move was made necessary because of work on the new addition to Tribune Tower and the WGN building on Michigan Avenue, which in a few weeks will render the present WGN quarters inoperative. Construction of the new WGN building is already well under way.

X X X X X X X X X X

TRUMAN PHONES EISENHOWER TO PRAISE RADIO TALK

There was considerable excitement at CBS-WTOP in Washington last Friday night when someone who said he was President Truman wanted to congratulate Gen. Dwight D. Eisenhower on his radio talk.

The engineer answered the phone. With cynical disbelief he relayed the message to a lieutenant colonel who took the phone in exasperation. "Hello. Who is this?" he said. Pause. "Oh, just a minute, sir." He ran to get the General.

The General took the phone, "Yes, sir. Thank you, sir... It was nice of you to call, sir...Good-night, sir."

It was the President himself, phoning from the White House.

X X X X X X X X

APPLICATIONS(BROADCAST) ACCEPTED FOR FILING BY FCC

Chillicothe Broadcasting Co., Chillicothe, Ohio, construction permit for a new standard broadcast station to be operated on 1490 kc., power of 100 watts and unlimited hours of operation; Samue R. Sague, Cleveland Heights, Ohio, construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation; Washita Valley Broadcasting Corp., Chickasha, Okla., construction for a new standard broadcast station to be operated on 1560 kc., power of 250 watts and unlimited hours of operation; Orlando Daily Newspapers, Inc., Orlando, Fla., construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW, 5 KW amended to change frequency from 1060 to 990 kc., increase power from 1 KW night and 5 KW day to 5 KW night and 10 KW day and change type of transmitter employing directional antenna for day and night use; Jack W. Hawkins & Barney H. Hubbs, Pecos, Texas (KIUN) construction permit to increase power from 100 watts to 250 watts and make changes in transmitting equipment. WAML, New Laurel Radio Station, Inc., Laurel, Miss.

(Continued on bottom of page 16)

SCISSORS AND PASTE

Paul Porter Talked Of For White House Steering Committee
(Drew Pearson - Bell Syndicate)

The White House is talking about a Steering Committee consisting of FCC Chairman Paul Porter, Bob Nathan and Assistant Postmaster Gail Sullivan to function between Democratic headquarters and the White House.

* * * * * * * * *

President Truman has begun a major shake-up of the White House staff. The first to go was George Allen, who becomes an RFC Director. Next was another Mississippian, the President's Naval Aide, Capt. James Vardaman, Jr., wno was appointed a member of the Federal Reserve Board. Judge Sam Rosenman resigns this Friday.

\- - - - - - - - - - -

Archbishop Spellman Knows His Radio
(From "Cardinal-Designate Spellman"
by Roger Butterfield in "Life", Jan. 21)

Archbishop Spellman is an expert radio speaker and script writer and has substituted on the air for such diverse personalities as Major Edward Bowes and the former Pope Pius XI * * * * he attended faithfully the meetings of the Secchi Scientific Society whose members built themselves a wireless station. * * * *

Signor Guglielmo Marconi had built for the Pope a radio transmitting station on the Vatican grounds so that he could speak directly to the world. Arrangements were made for an initial broadcast on Feb. 12, 1931. Most Vatican functionaries knew little or nothing about this new scientific innovation, but Spellman's American background again stood him in good stead. He became the Pope's radio expert. On the day of the broadcast the first voice heard directly from the Vatican was that of Signor Marconi, who was followed by the Pope, who was followed by Spellman reading an English translation of the Pope's Latin message. A little later he engaged in a bit of dialog with the Most Rev. Stephen Donahue (later auxiliary bishop of New York) who was in a New York radio studio. Neither of the two prelates knew it, but millions of Americans were also listening in at the time. Here is what they heard:

Donahue: By the way, will you tell Monsignor Spellman that I was asking for him.

Spellman (from Rome): I'm HERE, Steve.

Donahue: We just telephoned to your mother, Frank, and she heard you fine.

The first broadcast from the Vatican made worldwide news and the Pope's words were heard by perhaps the largest radio audience up to that time. But what most U. S. listeners remembered longest was that cheerful, American-sounding greeting from Rome, "I'm HERE, STEVE."

\- - - - - - - - - - -

LaGuardia's Sponsored Column
("Editor and Publisher")

We have with us now the "sponsored column". The Sachs Quality Furniture Company in New York City has laid the matter squarely before the newspaper industry by buying the space in which former Mayor LaGuardia "sounds off" on any subject he chooses to discuss.

It's the radio technique applied to newspaper advertising. International Latex Corporation has done it in a modified form, reprinting statements by public men and some name writers. The Sachs format is clearcut "sponsorship" of a big name columnist. How far can the idea be carried?

- - - - - - - - - - - -

In Charge of War Dept. Radar, Radio But Didn't Know It
(Drew Pearson - Bell Syndicate)

When President Truman was head of the Truman Committee, he personally experienced an incident with Secretary of War Patterson, similar to the Secretary making the now famous mistake of saying he didn't know that overseas soldiers no longer were accumulating points. Then Undersecretary of War and in charge of the Army's production program, Patterson told the Truman Committee that production of radar, escort vessels, aircraft and radio was under the civilian War Production Board, not under his own office. The Committee, feeling certain that the Undersecretary of War's office had charge of all production, asked Patterson about this several times, but he insisted that he, as Undersecretary of War, could not overrule the War Production Board.

After Patterson went back to the War Department and conferred with his generals, however, he phoned the Truman Committee to admit that he hadn't known what his own powers were and that he did have complete final power over the production of radar, radio, escort vessels and aircraft.

- - - - - - - - - - -

Department Stores Use Of Radio And TV
("Promotion Exchange", published by the National Retail Dry Goods Association)

Television may prove revolutionary in the field of sales promotion, according to William H. McLeod, Vice President of Wm. Filene's Sons Co. of Boston.

"None of us is particularly proud of the way department stores have made use of the opportunities of radio", Mr. McLeod said. "The coming of television offers a new challenge, and many publicity people with whom I have talked voice the opinion that department stores should see to it this time that they do not fumble the ball."

X X X X X X X X X X

TRADE NOTES

Federal Communications Commission was cut $500,000 by the House Appropriations Committee but it will still have that much more in excess of this year's appropriations.

"Radio As A Force in Advertising" will be the topic of Mark Woods, President of the American Broadcasting Co., Inc., when he addresses the Advertising Club of Cincinnati today (Wednesday, January 23) in Cincinnati.

First intra-store television demonstration in the State of New York will begin at Gertz Department Store, Jamaica, L. I., Tuesday, January 29, Max Gertz, Vice-President of the company, announced Monday. Programs televised in a specially constructed studio on the fourth floor will be shown on receivers strategically distributed throughout the store. William B. Still, President of Jamaica Radio & Television Co., and operator of television station W2XJT, is designing and building equipment for the installation.

Invitations have been issued by the Mutual Broadcasting System for a cocktail party preceding the Radio Correspondents' Dinner at the Hotel Statler in Washington, Saturday, January 26th, to be attended by President Truman.

The annual report of the Emerson Radio and Phonograph Corp. and its subsidiary, Radio Speakers, Inc., describing operations for the fiscal year ended Oct. 31, 1945, showed a new high in net sales of $32,490,805.69 as compared with $23,043,363.01 for the fiscal year ended October 31, 1944.

George E. Allen, White House advisor, close personal associate of President Truman, was nominated to the Board of Directors of the Reconstruction Finance Corporation. Mr. Allen is also a Director in American Cable & Radio Corporation, an I. T. & T. subsidiary and the Aviation Corporation of which The Crosley Company is now a subsidiary.

British radio listening licenses will soon cost ten shillings (about $2) a year more - doubling the fee - Minister of Information E. J. Williams announced in the House of Commons Tuesday. There are more than 10,000,000 license holders.

A new license will be introduced, covering television and sound reception, at a cost of £2 (about $8) a year. It is hoped that the television service will be ready in a few months.

Direct radiotelegraph service between New York and Warsaw, Poland, was restored last Saturday by R.C.A. Communications, Inc., it was announced by Thompson H. Mitchell, Executive Vice President. This international circuit was one of the first to be suspended at the start of the war. The Warsaw terminal is under the control of the Polish Telegraph Administration.

Fort Industry Company executives from Ohio, West Virginia, Georgia and Florida, following their meeting in New York, visited Broadcast Measurement Bureau's New York headquarters January 17th. Those who inspected the headquarters and discussed BMB's forthcoming standardized measurement of station audiences with Research Director John K. Churchill included George B. Storer, President; J. Harold Ryan, Vice President and Treasurer; George W. Smith, Vice President and Managing Director of WWVA, Wheeling, W. Va.; John Koepf, Washington Manager; Glenn B. Boundy, Chief Engineer; Harry Steensen, Comptroller, and the following Managing Directors of Fort Industry stations: E. Y. Flanigan, WSPD, Toledo, O.; Ralph Elvin, WLOK, Lima, Ohio; Allen Haid, WHIZ, Zanesville, Ohio; Stanton P. Kettler, WWMN, Fairmont, W. Va.; Charles Smithgall, WAGA, Atlanta, Ga., and Robert Venn, WGBS, Miami, Fla.

Decca Records, Inc., has borrowed $1,000,000 from the Chase National Bank and the Marine Midland Trust Company, it was announced. Interest on the loan is 1¾ per cent. Decca will use the proceeds as additional working capital to finance increased inventories and accounts receivable.

The Hallicrafters Company of Chicago, Ill., and the Pilot Radio Corporation of Long Island City, N.Y., have been admitted to affiliate membership in the Television Broadcasters Association, Inc.

A license to record and distribute sound motion pictures for use in television broadcasting has been granted by RCA to RKO-Patne, Inc. as part of a new ten-year recording agreement announced by Barton Kreuzer, Manager of RCA's Theatre Equipment Department.

X X X X X X X X X X X X

(Continued from page 12 - Applications Accepted For Filing By FCC)

construction permit to change frequency from 1340 to 1560 kc., increase power from 250 watts to 1 KW, install new transmitter, new vertical antenna and ground system, and change transmitter location; KVAL, Brownsville, Texas, modification of license to increase power from 100 watts night and 250 watts day to 250 watts day and night; KFVD, Standard Broadcasting Co., Los Angeles, California, modification of construction permit which authorized installation of new transmitter, increase in power and change transmitter location for changes in transmitting equipment and antenna.

Also, WSAR, Fall River Broadcasting Co., Inc., Fall River, Mass., construction permit to change frequency from 1480 kc. to 1470 kc., increase power from 1 KW to 5 KW, install new transmitter and directional antenna for day and night use and change transmitter location from South Somerset, Mass., to Portsmouth, R.I.; Lewis Windmuller, Allentown, Pa., construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation; Charles W. Balthrope, San Antonio Texas, construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation (facilities to be relinquished by KABC); Caprock Broadcasting Co., Lubbock, Texas., construction permit for new broadcast station amended to change frequency from 550 to 1590 kc., increase power from 500 watts to 1 KW, change transmitter location and make changes in directional antenna.

X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

LEGAL DEPARTMENT
RECEIVED
JAN 31 1946
A.M. P.M.
7 8 9 10 11 12 1 2 3 4 5 6

INDEX TO ISSUE OF JANUARY 30, 1946

CBS To Stage Next Round In Color Television Battle Friday.....1

Cowles Plans To Dazzle Capital With First Color Television.....2

Fight Over FM Rural Coverage To Go On Despite FCC Edict.....4

Federal Radio Corp. All Set To Turn Out FM Transmitters.....6
Guided TV Bomb To Be Applied To Home Television.....6

Jett To Preside Over North American Radio Conference.....7

House Committee Approves Bill To Curb Petrillo.....8

500 Ft. TV Towers Urged; Advertisers Hear TV Praised.....9

Radio Correspondents Entertain President Truman In Style.....10

J. R. Poppele, Radio Pioneer, Elected V-P Of WOR.....11

FCC Adds New Assistant Information Director.....12
Truman To Express "March Of Dimes" Thanks To Radio Men.....12
Applications For Broadcast Services Accepted By FCC For Filing...12

Scissors And Paste.....14

Trade Notes.....16

No. 1715

January 30, 1946

CBS TO STAGE NEXT ROUND IN COLOR TELEVISION BATTLE FRIDAY

With the installation on the 71st floor of the Chrysler Building in New York City of a brand new ultra high frequency color television transmitter, completed after months of intensive research development and engineering in the laboratories of the Federal Telephone and Radio Corporation, the Columbia Broadcasting will bang back at RCA-NBC next Friday, February 1st, with a demonstration of the progress CBS has made with television in color.

The show was to have been held earlier in the month following RCA-NBC's demonstration at which color was damned with faint praise, but had to be postponed because of a widespread epidemic of influenza in New York. In a way, however, this was a lucky break because it gave CBS time to complete the installation of the new transmitter which is now to be used instead of a small experimental transmitter as originally planned.

Thus Columbia again takes the offensive for color television of which it has been the leading advocate. At the RCA-NBC showing at the RCA Laboratories in Princeton, emphasis was placed upon the progress which had been made in black and white television since Pearl Harbor, but with regard to color, Brig. Gen. David Sarnoff declared no real advance had been made since the war began. Furthermore, he predicted that no outstanding development would be made until the present mechanical methods could be supplanted by an electronic system and that it would be at least five years before anything could be expected along this line. Paul Kesten, Executive Vice-President of CBS quickly countered with the assertion that General Sarnoff's prediction was a safe one since it was about three or four more years than Columbia thought it would take.

Details of the new CBS transmitter designed to transmit high-definition, full-color television with exceptional clarity, were disclosed by Federal Telephone and Radio in connection with addresses before the Institute of Radio Engineers last Friday by Dr. Peter C. Goldmark, Television Director of CBS, and Norman H. Young, television engineer of Federal's laboratories, on the successful invasion of the ultra-high frequencies in the television broadcasting field.

Preliminary demonstration broadcasts of color television have been held by the Columbia Broadcasting System at its headquarters in New York, with satisfactory results, according to officials of the radio network. One of the important features is that the sound program is sent simultaneously with the visual program over the same transmitter.

The new transmitter is housed in ten standard cabinets, grouped to present a uniform appearance and operated from a central control desk. Power supply for all the units is contained in these cabinets. All of the high power tubes are of a new water cooled design. These tubes were designed and built in the Laboratories of Federal Telephone and Radio in the International Telephone Building in New York City and at the FTR tube factory at Clifton, N.J. The superior characteristics of these tubes, which are a result of accelerated wartime development and application, according to Federal Telephone officials, are responsible to a large degree for the high quality performance of the transmitter.

The demonstration Friday will be under the general supervision of Col. Lawrence W. Lohman, Vice-President in charge of CBS Television. The occasion is also expected to mark one of the first public appearances of Dr. Frank Stanton as the new President of CBS, Dr. Stanton made his debut in that capacity at the dinner given to President Truman by the Radio Correspondents' Association in Washington last Saturday night.

X X X X X X X X

COWLES PLANS TO DAZZLE CAPITAL WITH FIRST COLOR TELEVISION

The Cowles Broadcasting Company, of Des Moines, owners of WOL, Washington and stations in New York, Boston and other cities, will undertake two important experiments in the National Capital - the first color television station in Washington and the first facsimile (radio newspaper) broadcasting station in the Capital. Applications have been filed by T. A. M. Craven, Cowles Washington Vice-President with the Federal Communications Commission for construction permits to carry on both of these experiments.

The new television station will utilize the color system developed by the Columbia Broadcasting System. The transmitting equipment is being manufactured by the Westinghouse Electric Corporation and receivers for this experimental demonstration are being produced by the General Electric Company.

It is expected that the experimental station, the construction of which has been delayed by strikes, will be placed in operation during the Fall of this year, at which time, color television in actual operation will be demonstrated to the public in Washington.

Sets will be placed in hotels, the Board of Trade, the National Press Club, possibly the department stores, and other places where people gather so that they may see exactly what color television is like. The reliable service range of the color television station which will be located on the WOL site on the northern tip of the District of Columbia in Montgomery County, Md., will be about 21 miles. No attempt will be made to cover Baltimore or Richmond but rather to serve the Washington area thoroughly and satisfactorily.

"This new color television station will operate on frequencies much higher than those being proposed for monochrome (black and white) television stations", the Cowles company explains. "It is believed that this will be the first color television station slated for Washington.

"Realizing the obsolescense of the low definition monochrome television based upon prewar technical developments, the Cowles Broadcasting Company has decided to demonstrate to the public of the metropolitan area of Washington the greater advantages of high definition television utilizing both better monochrome and color. In so doing, it is expected that advantage can be taken of the marvelous radio technical advances made during World War II.

"The Cowles Broadcasting Company's first step in the experiment will be to establish a sound engineering base for the service. When this has been achieved they plan to establish a regular broadcast television service utilizing these new advances."

With regard to the proposed Washington experimental facsimile station, the Cowles company states:

"This new station will be erected for the purpose of demonstrating the feasibility of utilizing radio electronic methods for the distribution and delivery of printed news. The first step in the experiment will be to establish the engineering standards which are necessary for the maintenance and operation of such a station in the service of the public. During the course of the experiment, the delivery of a newspaper by radio will be demonstrated. It is hoped that the results to be achieved by the experiment will make possible the inauguration of a news service to the Washington public utilizing electronics for the delivery of newspapers to the home."

The cost of an attachment to the radio set for receiving facsimile will be from $25 to $100 depending upon whether it is simply reproduced on a roll or in the shape of a newspaper. The Cowles Washington facsimile station expects to experiment with a sheet about the size of a tabloid newspaper. Two newspapers would be broadcast each day plus bulletins of the importance of extra newspapers.

Cowles Brothers are also the publishers of the Des Moines Register and Tribune but the paper to be broadcast in Washington will be one specially made up for these experiments.

X X X X X X X X X

A large order has been placed by the U.S. Army for the purchase of copies of "Television Programming and Production", the newest book by Richard Hubbell, television executive of The Crosley Corporation; the publishers are Murray Hill Books of New York.

X X X X X X X X

FIGHT OVER FM RURAL COVERAGE TO GO ON DESPITE FCC EDICT

It appears the proponents of a lower FM band which they claim would give more adequate rural coverage instead of accepting the whack the recent Federal Communications Commission adverse ruling gave them have cast aside the kid gloves with which they have been sparring and are now going in for slugging.

The Commission last week denied petitions by the Zenith Radio Corporation of Chicago, and the General Electric Company to retain the 44 to 50 megacycle band to supplement the new FM assignment of 88 to 108 megacycles ordered last year. Leading the forces favoring the 40 to 50 megacycle band were Commander E. F. McDonald, Jr President of the Zenith Radio Corporation, and Major Edwin H. Armstrong, inventor of FM.

When he received the adverse decision, Commander McDonald declared:

"The Federal Communications Commission has crippled frequency modulation by shackling it to the 100 mc. band. This means that the farmer and small town dweller will be deprived of the static-free FM service they need so badly and to which they are entitled."

FCC Commissioner E. K. Jett countered by saying that the data obtained in recent FM tests was inconclusive and therefore could not be accepted as final and that furthermore the higher frequencies at present assigned to FM would cover the rural area of the entire portion of the U.S. east of the Mississippi and a very large proportion of the western area.

At the moment the proponents of the 44 to 50 megacycle band are waiting for the Commission to issue its formal opinion setting forth the reasons for the adverse ruling. It is believed that they will bring this to the attention of the farm organizations of the country. In one quarter there was talk of a Congressional investigation. This may have arisen from the declaration of Senator Charles W. Tobey (R), of New Hampshire, a member of the Interstate Commerce Committee, which handles radio in the Senate, who said: "This is not the end by any means. We will go further with this before we are through. The FCC's decision is full of holes and does not serve the public interest."

Senator Tobey was present at the opening day of the FCC hearings. Senator Burton K. Wheeler (D), Chairman of the Senate Interstate Commerce Committee but who was in Montana at the time the case came up, is also known to be very much interested in the FM allocations. Commander McDonald said: "Denial of FM to the farmer and obsolesence of four hundred to five hundred thousand FM sets owned by the public has made it a public problem which should be considered by Congress."

Commissioner Jett's statement in connection with the Commission's decision was as follows:

"The main reason given by Commander McDonald for proposing a low FM band in addition to the high one was to provide extended rural coverage. This was based on the newly discovered evidence which would prove that lower frequencies give greater range than higher frequencies for a given amount of power and antenna height. Undoubtedly the information presented on the basis of the Deerfield and Andalusia tests will prove of value as time goes on.

"However it was generally conceded by experts at the hearings last week that the data recently collected was inconclusive and therefore could not be accepted as final proof that lower frequencies should be made a part of the FM allocation. At any rate, the FCC has made public a list of metropolitan frequencies between 88 and 108 mc. to be assigned at specific locations. Therefore it is possible to determine on the basis of our existing standards of good engineering practice the approximate coverage of stations operating in the higher band.

"Major Armstrong indicated during the hearing that it would be possible to provide service on the high band out to a distance of about 60 miles. Accordingly, if the proposed assignments to cities as released by the Commission are plotted on a map, it will be possible to determine the amount of rural coverage throughout the U.S. on the metropolitan class of frequencies. Even on this basis, omitting for the moment the coverage of 'community' and 'rural' stations, the entire portion of the U.S. east of the Mississippi and a very large portion of the western area will receive FM service."

Commander McDonald said:

"The new factual evidence presented at the recent FCC hearings held recently was not denied or refuted. Nevertheless, FCC has again gone against the evidence and denied FM the frequencies that would make possible good rural coverage. Not only does this penalize the farmer, who needs the static-free, interference-free service of FM much more than does the city dweller; it also makes obsolete the four to five hundred thousand FM sets now owned by the public. These sets were purchased in good faith after FM was assigned to the 50 mc. band in 1940.

"It is interesting to note that before Chairman Paul Porter was appointed to the FCC, and as far back as 1940 when he appeared before the Commission as attorney for the Columbia Broadcasting System, he recommended to the Commission, in the interest of Columbia, that television should be given preference over FM. It is universally conceded that the farmer cannot have television - why deprive him of FM also?

"Nobody can profit by this decision except radio networks, who originally suggested that FM be moved from the 50 mc. waveband, and some radio manufacturers who, although they last Summer urged that FM remain in the 50 mc. region, are now tooled up for the production of 100 mc. sets and fear that they might lose the profits from the few weeks it would take them to retool for two-band operation."

X X X X X X X X

FEDERAL RADIO CORP. ALL SET TO TURN OUT FM TRANSMITTERS

That the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation, was entering the field of Frequency Modulation (FM) Broadcasting was disclosed by E. N. Wendell, Vice President in Charge of Radio Engineering and Sales of the company, who said that Federal is building FM broadcast transmitting equipment for 170 installations. Deliveries will be made starting the end of March, 1946. A number of stations have already been contracted for including one 10 KW transmitter for the New York Post.

For the past several months Federal Telephone engineers have been working on the development of a new and improved type of modulator-oscillator unit for application to its complete line of FM broadcast transmitters. It has now been perfected and brought out of the laboratory into production. Mr. Wendell stated that this revolutionary modulator development makes possible a very low noise reception level, surpassing the engineering requirements of the Federal Communications Commission by a substantial margin. Representatives of the stations contracted for by Federal Telephone are awaiting approval of final construction permits from the FCC.

Federal will produce a single FM broadcast system complete from microphone to antenna which combines the new modulator-oscillator with advanced FTR power tubes. It is designed to conform to the high standards set up for FM high quality, noise-free radio broadcasting.

X X X X X X X X X X

GUIDED TV BOMB TO BE APPLIED TO HOME TELEVISION

Peacetime home television will benefit from the wartime development of a television-guided bomb, the Farnsworth Television & Radio Corporation stated in describing some details of equipment used in this type of "seeing eye" projectile.

Spot visual pickups of newsworthy occurrences - such as parades, sports events, fires and disasters - are made possible by a portable camera-transmitter unit built originally to help bombardiers steer their missiles directly to the target.

As a part of the bomb, the apparatus was designed to fit into an 18-inch cylinder having a depth of 15 inches. The unit necessarily had to be rugged as well as compact. It is light enough to be carried in an ordinary large-sized suitcase and can be operated by battery if a power line is not available.

These factors make the equipment especially adaptable to mobile television coverage of news events as they happen, according to B. R. Cummings, Farnsworth Vice President in Charge of Engineering.

For its operation, a main transmitter beams out synchronizing signals to lock in the signals of the portable camera-transmitter, which then sends its composite signal back to the main transmitter for broadcasting. No wire connections are needed. The present range from which this signal can reach the main transmitter is about 15 miles, Mr. Cummings said.

The unit is also of value to department stores using television as a display medium, since it can be moved easily from floor to floor to transmit a showing of the merchandise on any desired counter.

X X X X X X X X

JETT TO PRESIDE OVER NORTH AMERICAN RADIO CONFERENCE

Everything is in readiness for the North American Regional Broadcast Engineering Conference which will meet in Washington next Monday morning, February 4.

The Delegation of the United States will consist of the following: Commissioner Ewell K. Jett of the Federal Communications Commission, Chairman; Harvey B. Otterman of the State Department, Vice Chairman; George Adair, Chief Engineer, and Rosel Hyde, General Counsel of the Federal Communications Commission; and Donald R. MacQuivey of the Telecommunications Division of the State Department. T.A.M. Craven, Vice-President of the Cowles Broadcasting Corporation, will represent the National Association of Broadcasters.

The opening plenary session Monday will be held in the Department of Commerce Auditorium but the other meetings will take place at the FCC offices.

The conference will consider problems related to standard band broadcasting in the North American Region particularly as they are affected by the North American Regional Broadcasting Agreement which expires March 29, 1946. The countries which are parties to the Agreement are as follows: Canada, Bahamas, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland, and the United States. The British Government has indicated its intention of sending observers in behalf of the other British possessions in the North American Region and it is possible that observers may be present from the Central American Republics and Panama.

Representatives of the United States broadcast industry are invited to participate as observers throughout the conference. It is expected that industry representatives will also be present from other countries.

The agenda of the conference will consist of proposals on behalf of each of the countries which are parties to the NARBA Agreement and various subjects of a technical character designed to improve service in each country as well as to minimize interference between countries.

X X X X X X X X

HOUSE COMMITTEE APPROVES BILL TO CURB PETRILLO

The House Interstate Commerce Committee has recommended that the House pass the bill introduced by Rep. Lea (D), of California to curb the demands ofJ. C. Petrillo, President of the American Federation of Musicians. In doing so it said that the demands of Petrillo "were a great disservice to legitimate labor organizations as well as to the public."

The Lea bill makes it a penal offense for any labor leader to compel a radio broadcaster to:

1. Hire more employees than needed.

2. Refrain from using recordings or presenting foreign musical broadcasts without a union orchestra "standing by".

3. Refrain from broadcasting education programs, unless musicians involved are compensated for their services.

The Committee's report said that unless Mr. Petrillo's union is curbed by Congress, it would force the radio industry to pay "tribute in excess of $20,000,000 a year."

It said that the bill would impose no restriction upon the right of labor to strike for higher wages or better working conditions. The Committee added:

"We have the right of free speech but that is not a justification for slander. We have the right to bear arms but that is not justification for murder. Any persons may properly organize for lawful purposes but criminal purposes are beyond their legitimate functions."

The Washington Post recently carried the following editorial:

"We have never been able to understand why special legislation should be introduced for the single purpose of curbing Mr. James Caesar Petrillo. It is true that he has ruled with a high hand, resorting to outrageously coercive practices that interfere with the broadcasting of musical programs in his mistaken zeal to create more jobs for members of his union. But, as we have said before, the head of the musicians' union is only following a common pattern of conduct in issuing his dictatorial decrees and enforcing obedience on the broadcasting companies by pressure tactics. Such abuses of power call for general labor legislation, not measures like the Lea bill, aimed at a particular labor leader and intended for the relief of a particular industry.

"Justice would not be served by passing this type of legislation that would leave other labor czars free to indulge in the coercive tactics that Mr. Petrillo would be forbidden under penalty of fines and imprisonment from continuing to practice. What is

needed is a comprehensive banning of antisocial labor union policies, applicable without fear or favor to all labor organizations. We don't try to suppress crime by passing laws aimed at individual criminals. Why, then, should be adopt particularistic labor measures? Special cases make bad law.

X X X X X X X X X X

500 FT. TV TOWERS URGED; ADVERTISERS HEAR TV PRAISED

Television came in for its share of attention in Washington this week first with a recommendation fo C. B. Plummer, planning engineer of the Federal Communications Commission that television antenna towers should rise 500 feet above the average terrain, and second with a meeting of the Advertising and Merchandising Panel of the Television Institute under the joint auspices of the Advertising clubs of Washington and Baltimore and Televisor Magazine.

The question of television antenna height came up during a discussion by the National Capital Park and Planning Commission which was asked to consider the matter by the District of Columbia Commissioners who have the problem of determing how high television towers shall be in Washington, D. C. The Bamberger Broadcasting Company and the National Broadcasting Company have been granted heights of 300 feet at Fort Reno and 350 feet at Wardman Park Hotel respectively tentatively. If Mr. Plummer's suggestion prevails, it would mean that television towers of 500 feet would loom to almost the height of the Washington Monument which is 555 feet high.

At the Television Institute meeting, Paul Mowrey, television supervisor of the American Broadcasting Company said that "while tele costs will be greater than those of either radio or display advertising, they will not be higher than both combined."

Mr. Mowrey painted a bright picture for progressive advertisers who avail themselves of television during the next two or three years. "These advertisers", said Mr. Mowrey, "should compute their advertising costs in terms of experience gained and research which they will be in a position to complete before the time comes to invest in video advertising on an elaborate scale. The important factor is not how much merchandise they will sell today via tele vision, but how much money they will be able to save in the future by virtue of their understanding of what this new medium can and cannot accomplish for their sales."

Richard Hubbell of The Crosley Radio Corporation, of Cincinnati, author of the new book "Television Programming and Production", presided.

J. R. Poppele, President of the Television Broadcasters' Association; Paul Knight, General Manager of Television Station WPTZ. of Philadelphia; Carleton Smith, General Manager of Station WRC, and Carl Burkland, General Manager of Station WTOP, were guests of honor at the luncheon session.

The meeting closed with a television program broadcast from the Dumont experimental station atop the Harrington Hotel to the Statler, about nine city blocks away.

X X X X X X X X X X

RADIO CORRESPONDENTS ENTERTAIN PRESIDENT TRUMAN IN STYLE

Again one of the very best dinners of the season was that given to President Truman by the Radio Correspondents' Association at the Hotel Statler in Washington last Saturday night. Each year this organization of Washington correspondents for the networks and independent stations grows in size and importance. About 500 persons attended the dinner and President Truman himself, a distinguished radio speaker, was presented with an active membership card in the Association. President Richard Harkness of the National Broadcasting Company, told Mr. Truman he had the No. 1 Hooperating of the country.

Entertainment was furnished by the four networks and the music by the famous U. S. Marine Band under Capt. William F. Santelmann and the NBC Orchestra conducted by Dr. Frank Black. A highlight of the evening was the performance of pianist Sergt. Eugene List, who reported the numbers he had played for Stalin, Churchill, Atlee and President Truman at Pottsdam. Lowell Thomas was master of ceremonies.

Preceding the dinner there were cocktail parties by CBS, NBC and NIBS.

Among those seated at the head table at the dinner were Admiral Nimitz, the Secretary of the Treasury, the Secretary of Labor, the Secretary of Agriculture, the Attorney General, Chairman Paul Porter of the Federal Communications Commission, Admiral Leahy, and Senator Wallace White, of Maine.

Also, Brig. Gen. David Sarnoff, President of the Radio Corporation of America; Leonard Reinsch, radio advisor to President Truman; Dr. Frank Stanton, new President of the Columbia Broadcasting System; Niles Trammell, President of the National Broadcasting Company; Edgar Kobak, President of Mutual Broadcasting System; Edward J. Noble, Chairman of the American Broadcasting Company; Mark Woods, President of American Broadcasting Company; Col. Albert Warner, of Cowles Station WOL in Washington, and Hans V. Kaltenborn.

Among the guests were:

William Ackerman, CBS, New York; Bill Bailey, Broadcasting Magazine; Charles Barry, ABC, New York; William G. Benton, Assistant Secretary of State; K. H. Berkeley, WMAL, Washington; Carl J. Burkland, WTOP, Washington; Louis Caldwell, radio counsel WGN; Senator Homer E. Capehart; Arthur J. Casey, Station WOL, Washington; Martin Codel, Codel News Letter; Wayne Coy, Station WINX, Washington; George Crandall, CBS, New York; T. A. M. Craven, Vice-President, Cowles Broadcasting Co.; Francis C. de Wolf, Chief, Telecommunications Division, State Department; FCC Commissioner Charles R. Denny; Sid Eiges, NBC, New York; Earl H. Gammons, Director, WTOP, Washington; Fred Guthrie, Assistant V-P, R.C.A. Communications, Inc., Washington; William D. Hassett, Secretary to President Truman and Charter Heslep, Washington Representative, WBS in Washington.

Also, Hugh Higgins, National Association of Broadcasters, Washington; J. Edgar Hoover; Rosel Hyde, FCC General Counsel; FCC Commissioner E. K. Jett; Merle Jones, Manager, Station WOL; Robert Kintner, Vice-President, ABC; Thomas Knode, NBC, New York; Edward McGrady, Vice-President, RCA, Washington; Claude Mahoney, commentator, WTOP, Washington; Clarence Menser, Vice-President, NBC; Eugene Meyer, owner Station WINX Washington; Harvey B. Otterman, State Department; Bryson Rash, Station WMAL; Joseph Ream, Vice-President, CBS, New York; Charles G. Ross, Press Secretary to President Truman; Frank M. Russell, Vice-President, NBC, Washington.

Also, Fred Shawn, NBC; Carleton D. Smith, Manager, Station WRC, Washington; Robert S. Swezey, Vice-President, MBS; Sol Taishoff, Broadcasting Magazine; Senator Glenn Taylor; Sen. Charles W. Tobey; Senator Millard Tydings; FCC Commissioner Ray C. Wakefield; A. D. Willard, Jr., National Association of Broadcasters, Washington, and FCC Commissioner W. H. Wilss.

The Committees in charge of the dinner included Rex Goad, of Trans-Radio, Charter Heslep, of MBS, Earl Godwin, NBC, Jack Paige, WOL, Robert Menaugh, Supt. House Radio Gallery, and Harold McGrath, Supt. of Senate Radio Gallery.

X X X X X X X X X X

J. R. POPPELE, RADIO PIONEER, ELECTED V-P OF WOR

J. R. Poppele, WOR's Chief Engineer, was elected Vice-President of WOR Monday, January 28th. Mr. Poppele still will retain the titles and duties of Secretary and Director of the Corporation.

Mr. Poppele was born in Newark, N. J. on February 4, 1898. He attended school there and studied electrical engineering. He served as a radio operator during the first World War. Joining WOR in 1922, he has been a guiding figure in the growth of the station.

Originally WOR's only engineer, Mr. Poppele now heads a staff of more than 80 technical experts. During his association with WOR he has instituted and maintained a research laboratory in which many devices now in common use have been developed to help the advance of broadcasting. Much of the equipment of the 50,000 watt transmitter in New Jersey was specially designed under his direction.

Mr. Poppele began television experiments in 1926 and is now President of the television Broadcasters' Association.

X X X X X X X X X

Austria plans to manufacture 100,000 radio sets this year but not for the Austrians who are too poor to buy them. Almost all of the sets will be exported to get foreign exchange to buy food and essential raw materials.

X X X X X X X X X

FCC ADDS NEW ASSISTANT INFORMATION DIRECTOR

Lee Farran, who assumed the position of Assistant Director of Information for the Federal Communications Commission on Monday, is a former Ohio newspaper and publicity man and was recently discharged from the Army as Master Sergeant, having served since 1941, mostly in the South Pacific area.

He served in the Public Relations Section of the 37th Infantry Division, the Third Army Headquarters and the South Pacific Base Command, specializing in radio. After returning from the South Pacific area, Mr. Farran served in the Public Relations Section of the Selective Service headquarters in Mississippi.

X X X X X X X X

TRUMAN TO EXPRESS "MARCH OF DIMES" THANKS TO RADIO MEN

To thank industry leaders for what broadcasting has done in promoting the "March of Dimes", President Truman is scheduled to greet these gentlemen at the White House today (Wednesday). The list given out of those expected to attend includes:

A. D. Willard, Jr., NAB Executive Vice President; J. Leonard Reinsch, radio adviser to President Truman; Edgar Kobak, President, MBS; Davidson Taylor, CBS Vice-President; Clarence Menser, NBC Vice-President; James D. Shouse, WLW, Cincinnati; John Elmer, WCBM, Baltimore; Joseph O. Maland, WHO, Des Moines; Clair R. McCollough, WGAL, Lancaster; T. A. M. Craven, Cowles Broadcasting Co.; and Campbell Arnoux, WTAR, Norfolk.

X X X X X X X X X X

APPLICATIONS FOR BROADCAST SERVICES ACCEPTED BY FCC FOR FILING

Puerto Rico Communications Authority, Municipality of Rio Piedras, Puerto Rico, construction permit for a new standard broadcast station to be operated on 904 kc., power of 10 KW, directional antenna and unlimited hours of operation; Rahal Broadcasting Co., Beckley, West Virginia, construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation; Central Broadcasting Corp., Flint, Mich., (Detroit, Mich.), construction permit for a new standard broadcast station to be operated on 600 kc., power of 1 KW, directional antenna and unlimited hours of operation; Methodist Radio Parish, Inc., Flint, Mich., construction permit for a new standard broadcast station amended to change frequency from 1500 to 1510 kc. (250 watts and daytime hours of operation).

Also, P. C. Wilson, Canton, Ohio, construction permit for a new standard broadcast station to be operated on 1300 kc., power of 1 KW and daytime hours of operated amended to change frequency from 1300 to 1540 kc.; Audrain Broadcasting Corp., Mexico, Mo., construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation (facilities to be relinquished by KHMO); Monona Broadcasting Company, Madison. Wisconsin, construction permit for a new standard broadcast station to be operated on 1070 kc., power of 10 KW, directional antenna night and unlimited hours of operation; Amphlett Printing Co., San Mateo, California, construction permit for a new standard broadcast station to be operated on 250 watts and unlimited hours of operation to change frequency from 1490 to 1550 kc. and make changes in antenna system.

Applications for Standard Broadcast Facilities Tendered for Filing: Worth Broadcasting Co., Fort Worth, Texas, construction permit for a new standard broadcast station to be operated on 960 kc., power of 5 KW and daytime hours of operation; Stark Broadcasting Corp., Canton, O., construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW and daytime hours of operation.

Applications Accepted for Filing last week: KPOF, Pillar of Fire, near Denver, Colorado, construction permit to increase power from 1 KW day and night to 1 KW night and 5 KW day and install new transmitter (910 kc.); KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, construction permit to increase power from 1 KW day and night to 5 KW day and 1 KW night, install new transmitter and change studio location (1270 kc.).

Applications for Standard Broadcast Facilities Tendered for Filing: Henry F. Fett, Dearborn, Mich., construction permit for a new standard broadcast station to be operated on 1540 kc., power of 1 KW and daytime hours of operation; KTSA, Sunshine Broadcasting Co., San Antonio, Texas, construction permit to increase power from 1 KW night, 5 KW daytime to 5 KW day and night and install directional antenna for night use (550 kc.); Abilene Broadcasting Company, Abilene, Texas, construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited nours of operation; Dickinson Publishing Co., Inc., Dickinson, North Dakota, construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

Also Peach Bowl Broadcasters, Yuba City, California, construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

X X X X X X X X X X

SCISSORS AND PASTE

Paul Porter Is Also From Missouri, Truman's State
("Washington Post")

The Senate isn't hiding its annoyance over President Truman's penchant for nominating Missourians for Government posts.

But it's also a good bet the Senate will go along with his nominations - just as it grumblingly went along with President Roosevelt's.

Rumors persist that Paul A. Porter, Chairman of the Federal Communications Commission, who was born in Joplin, Mo., may be called to the White House as a presidential adviser, but those close to Porter say such a move, if it occurs at all, may not take place for some time. Reason: Genial, story-telling Porter, former Publicity Director for the Democratic National Committee, is too busy. FCC, for example, has 271 hearings scheduled for the remainder of this month, February and March.

As for Porter : "No comment."

Appraising the Radio Editors
("Variety")

In an attempt to appraise the current state of radio writing in the country today, Variety interviewed many leading radio execs in New York, with them waded through hundreds of clippings of newspaper radio columns, and received the benefit of the unvarnished and considered opinions of those in radio who are most knowledgeable on the subject. * * * *

That radio writing can be influential has been shown in a number of instances. Outstanding, perhaps, is the case of Cleveland. That town is considered by many in the trade as the "strongest" in the country from the viewpoint of radio writing. Bob Stephan and Stanley Anderson do a good job, respectively on the Plain Dealer and Press. * * * *

St. Louis has Jim Spencer doing straight news on the Post Dispatch and Harry LaMertha adding criticism in the Globe-Democrat.

* * * * * * * * *

Outstanding in the corn belt is Mary Little of the Des Moines Register and Tribune. * * * *

Chicago should be an important radio writing town, having been at one time the industry's No. 1 production center and being, even now, in an important third place. Larry Wolters, of the Tribune is an intelligent reporter, tied down by his paper's anti-Administration policy and its interest in (first) WGN and (second) the Mutual network. "Don Foster" of the Chi Times steers away from criticism; Betty Burns in Marshall Field's Sun has been cut in space (and Field is supposed to be pro-radio!), does mostly features and news, no criticism; Adele Hoskins on the News is new, considered by radioites as promising, is careful of criticism so far.

******** ********

The position of Jack Gould, Radio Editor of the New York Times perhaps summarizes much of what goes on in radio writing on the dailies. He is an excellent reporter; writes well. When he tackles talent and show criticism, he is often "different" - some think, deliberately so; but he does listen to radio, is interested in it seriously. Much of his writing is considered "trade stuff" - technical pieces about the future of FM, Petrillo vs. the broadcasting industry, etc. Some of that, apparently, is because that's what the boss wants - even though the boss may not say so explicitly. But Gould - not because of himself individually, but because of the paper's prestige - is tremendously influential. A peep out of him will bring a dozen memos flying from top execs. The "evil" complained of may not be straightened out immediately (or at all), but the problem is certainly weighed.

* * * * * * * * *

Newspaper space is opening up. More radio writing is in the offing. Boston papers (except Hearst-owned) are skedding radio sections. The Washington (D.C.) News is planning a weekly, four-page section - and it could be influential since, in the capital, where Congressmen, FCC people, etc., read those papers, there is now not a radio column worth glorifying by that name. The radio industry might help set the pace for decent, informative radio writing and criticism by helping papers develop punchy sections.

\- - - - - - - - - - - - - - -

Senator Burt Wheeler's Re-Election

(Drew Pearson, Bell Syndicate, Inc.)

Senator Burton K. Wheeler (D), is in Montana, sounding out re-election prospects. His prestige at home is not so high.

\- - - - - - - - - - - - - - - - - -

Truman Sticks To Task of Improving Radio Speech

(Bob Considine, International News Service)

Brig. Gen. Harry Vaughan, President Truman's tough, outspoken military aide and long-loyal rooter, looked up from his bourbon glass at a recent party, when someone repeated the usual things about Truman's radio voice. Vaughan bellowed:

"Okay, wise guy. Truman hasn't got pretty blue eyes. He isn't shaped like Johnny Weissmueller and his voice isn't as pretty as Frank Sinatra's. But, by God, he's an honest, smart, hard-working fellow. What else can you ask of a President?"

Nevertheless, Truman frequently stabs at improving his speech-making. He has slowed down his radio voice to 120 words a minute. When he can spare time he makes short records of his voice and notes his flaws.

X X X X X X X X X X

TRADE NOTES

The proposal that Congress hold night sessions and allow them to be broadcast will not make much of a hit with the networks and stations which might have to give up valuable evening commercial time. The night broadcast proposal was made to a Senate-House Committee studying ways to modernize Congress by a subcommittee consisting of Senator LaFollette (P.), of Wisconsin, and Representative Mooney (D), of Oklahoma. The night broadcasts were proposed as experiments.

Award of the Legion of Merit has been made by the United States Army Service Forces to Sidney Sparks, Traffic Manager of R.C.A. Communications, Inc., in New York, for outstanding achievements while a Lieutenant Colonel and Officer in Charge of the War Department Signal Center at Washington, D. C., from October, 1943, to August, 1945, it was announced last week. The decoration was presented to Mr. Sparks in Washington by Maj. General Frank E. Stoner, the Assistant Chief Signal Officer, U. S. Army.

Carl Gebuhr has been named CBS Director of Press Information in Washington, and of WTOP, Columbia-owned station in the capital. Recently returned from Japan, where he served as Executive Officer of a motor patrol gunboat, Mr. Gebuhr served in the U. S. Navy for almost four years, attaining the rank of Lieutentant (j.g.) Previously he was on the public relations staff of the U. S. Civil Service Commission in Washington.

Don G. Mitchell was elected Executive Vice President of Sylvania Electric Products Inc. at a meeting of the Board of Directs held last week. Mr. Mitchell joined Sylvania as Vice-President in Charge of Sales in 1942.

Statements by top executives of many of the nation's leading railroads are featured in a special series of advertisements recently initiated by the Mobile Communications Division of the Farnsworth Television & Radio Corporation.

The Farnsworth program is designed to highlight for management and employees of the railroad and radio industries, as well as interested financial and government agencies, today's forward-lookin thinking by railway leadership and the place of radio in this field.

A new radar "yardstick" for world mapping so perfected that it can measure distances up to 250 miles with almost pinpoint accuracy was described by its inventor, Stuart W. Seeley of the Radio Corporation of America, in making the first public announcement of Shora a precision radar system, used with devastating effect in blind bombing during the last states of the war.

"The use of blind Shoran bombing over the battlefields of Europe", Mr. Seeley, Manager of the Industry Service Division of RCA Laboratories, said, "showed that it was capable of equalling visual bombing in accuracy under normal conditions and surpassing it when the latter suffered from target identification difficulties. On occasion, rolling barrages of fragmentation bombs were laid down only a few feet ahead of our advancing troops."

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

RECEIVED FEB 8 1946 LEGAL DEPARTMENT

INDEX TO ISSUE OF FEBRUARY 6, 1946

Jett Advises Holding Off On North American Reallocations.....1

Glen McDaniel Is General Counsel of R.C.A. Communications.....3

Maj. Armstrong Takes Exception To Mr. Jett's FM Statement.....4
TV Experimental Set Stolen; New Radios Hijacked.....4

Chicago Daily News Back In Radio Through Atlass Station.....5

Paley Appointed Radio Chairman For '46 Brotherhood Drive.....6

CBS Says Tests Prove High Frequency Color TV Far Superior.....7

Mark Woods Goes To The Bat For Commercial Sponsorship.....8

Ohio Congresswoman Televised Over New Washington Station.....10
Inventories Show No Radios Being Withheld From Market.....10

Zenith Urges Farm Paper FM Protest; Philco Backs FCC.....11

Rural Radio Listeners Prefer News And Hymns.....12
RKO Television Elects Austrian President.....12

Scissors And Paste.....13

Trade Notes.....15

Radio-Radar Surplus Property To Be Available In Six Weeks.....16

No. 1716

February 6, 1946

JETT ADVISES HOLDING OFF ON NORTH AMERICAN REALLOCATIONS

Federal Communications Commissioner Ewell K. Jett, Chairman of the U. S. Delegation, addressing the North American Regional Broadcasting Engineering Conference in Washington on Monday, attended by delegates from eight countries, advised against further international reallocations in view of the many changes following the war. In order to give more time to study the situation, Commissioner Jett suggested that the matter go over until the next conference in 1947.

Mr. Jett, who was later elected permanent Chairman of the Conference, said:

"We are now entering a period of momentous and worldwide change. It is a challenging period - but I know from experience and the results attained at conferences in Canada, Cuba, Mexico and other countries, that we can and will meet this challenge by adopting a mutually satisfactory agreement that will best serve the interests of the people in all the countries participating in this Conference.

"As you know, the purpose of the present North American Regional Broadcasting Agreement is to regulate and establish principles governing the use of the standard broadcast band, 550 to 1600 kc, in the North American Region, so that each country may make the most effective use of this band of frequencies with a minimum of technical interference between stations.

"The present treaty recognizes three principal classes of channels; namely, local, regional, and clear, and provides for the classification of stations operating on these channels.

"The six local channels are assigned to the largest group of stations. These operate with 250 watts power and serve centers of population and the immediately surrounding rural areas. Provision is made for the protection of service out to a distance from the transmitter in accordance with standards of good engineering practice.

"The 41 regional channels are generally available to stations employing medium power from 500 to 5000 watts. Certain exceptions in respect to the use of power up to 50,000 watts are recognized for Cuba, Haiti and the Dominican Republic provided directional antennas are employed to protect stations to a given field intensity contour. These regional channels are used to serve large centers of population and extensive surrounding areas. Many of these stations use directional antennas and thus afford the necessary protection to other stations broadcasting on the same frequencies.

"The 59 clear channels are assigned primarily to high power stations. 25 of these are protected within the boundaries of the United States, 6 in Canada, 6 in Mexico, and one in Cuba. The remaining 21 clear channels are shared among the several countries according to less rigid standards. Priority of use of specifically designated clear channels for each country is recognized. However, under the provisions of the Agreement each country may use any or all of these 59 clear channels as well as the remainder of the broadcast band provided technical conditions with respect to interference make such use practicable.

"Most of the governments and many of the same persons who are present today met in Washington in January, 1941, and signed an Engineering Agreement supplementing the present North American Regional Broadcasting Agreement. Shortly thereafter, on March 29, 1941, the most sweeping reallocation of frequencies in the history of North American broadcasting took place. Among broadcasters it was referred to as 'Radio Moving Day'. I recall, for instance, that in the United States more than 800 stations changed to their new operating frequencies at the appointed hour of 3 A.M.

"The overall improvement in broadcast service resulting from the treaty is well known to listeners everywhere. However, due to the scarcity of materials during the war it has not been possible to take full advantage of the opportunities afforded by the treaty. Today, the situation is different. Equipment can now be obtained, and many new stations are now being built. In addition, we are doing everything possible to improve existing broadcasting facilities.

"It is, therefore, believed that we should not change the engineering standards, or other provisions of the treaty, until we have had sufficient time to carefully consider the effect of such changes. For this reason, the United States Delegation will submit a proposal to abide by the provisions and engineering standards of the present Agreement until a full study may be made with a view to submitting new proposals at a treaty-making conference in 1947. This will allow a minimum of time to conduct the necessary studies and prepare for the treaty-making conference. It will also provide for the orderly growth of broadcasting in accordance with the existing standards while the new plan is being formulated.

"This leads me to suggest that we devote most of our time at this conference to the discussion of each other's problems with a view to reaching an agreement only on those matters which are of vital importance at this particular time. I know that you will have many items of interest to present at the technical meetings which begin tomorrow. We hope to have available at that time a complete set of records supported by engineering facts. Therefore, do not hesitate to let us know if at any time you desire certain information in regard to a particular frequency or station."

Francis Colt de Wolf, Chief, Telecommunications Division, State Department, delivered the address of welcome and Sr. Carlos Maristany, Undersecretary of Communications of Cuba and Chairman of

the Cuban delegation responded. The Conference was called primarily to consider the demands of Cuba for 20 additional clear channels.

Harvey B. Otterman, Assistant Chief, Telecommunications Division, State Department was Vice-Chairman of the American delegation. Delegation Chairmen in addition to the United States and Cuba included: Canada - F. H. Soward, External Affairs Department; Mexico - Manuel Espejel Rodriguez, engineer; and the Bahamas - Alan D. Hodgson, Director, Bahaman Telecommunications Department.

Among the U. S. observers were:

National Association of Broadcasters - T. A. M. Craven, Vice President, Cowles Broadcasting Co., NAB Director-at-Large and former FCC Commissioner; Columbia Broadcasting System - William B. Lodge, Director of General Engineering; Joseph H. Ream, Vice-President; Radio Corporation of America-National Broadcasting Company - Frank M. Russell, NBC Washington Vice President; James P. Veach, Washington Manager, RCA Frequency Bureau; Raymond F. Guy, radio facilities engineer, NBC; G. B. Margraf, Washington attorney, NBC.

Also, Westinghouse Radio Stations - Walter Evans, Vice-President in charge of broadcasting, John W. Steen, counsel; and General Electric Company - P. D. Andrews; Mrs. M. L. Busch.

X X X X X X X X X X

GLEN McDANIEL IS GENERAL COUNSEL OF R.C.A. COMMUNICATIONS

Glen McDaniel, New York and Washington attorney, has been appointed General Counsel of R.C.A. Communications, Inc., New York City. Mr. McDaniel, who resigned on January 15th as Chairman of the Navy Board of Contract Appeals, succeeds the late Frank B. Warren.

Associated with the law firm of Sullivan and Cromwell in New York for six years, Mr. McDaniel handled cases before the Securities Exchange Commission, the Federal Trade Commission and State and Federal courts. In March, 1942, he was named Special Counsel to James V. Forrestal, then Under Secretary of Navy, and later that year was commissioned a Lieutenant, USNR, in the Office of the General Counsel of the Navy Department. Promoted to Lieutenant Commander in 1944, he figured prominently in the procurement of aircraft for the Bureau of Aeronautics.

Mr. McDaniel, a native of Seymour, Texas, was graduated from Southern Methodist University in Dallas and Columbia School of Law, where he served as editor of the Columbia Law Review. He is married to the former Miss Dorothy Sandlin, currently appearing in a leading role in the "Desert Song", at the New York City Center.

X X X X X X X X X

MAJ. ARMSTRONG TAKES EXCEPTION TO MR. JETT'S FM STATEMENT

The following letter has been received from Maj. Edwin H. Armstrong, of New York, inventor of FM:

"In your issue of January 30th, there is published a statement by Commissioner Jett on the recent decision concerning F.M. by the FCC.

"In this statement there appears the following -

> "'Major Armstrong indicated during the hearing that it would be possible to provide service on the high band out to a distance of about 60 miles. Accordingly, if the proposed assignments to cities as released by the Commission are plotted on a map, it will be possible to determine the amount of rural coverage throughout the U.S. on the metropolitan class of frequencies.'

"This summary of my testimony is not correct. An important part is omitted. I made it perfectly plain that I was talking about an antenna nearly 1000 feet high when I made the estimate of 60 miles and that I was not talking about the 500 foot height established as the Commission's standard. Hence, it does not follow 'accordingly' that this figure can be used to plot rural coverage around cities. Very few of them will have such antenna heights available.

"No plotting of circles around cities is going to alter the laws of propagation nor change the fact that Mr. Norton's predictions of better rural coverage on the higher frequencies rest on assumptions that are technically unsound."

X X X X X X X X X X X

TV EXPERIMENTAL SET STOLEN; NEW RADIOS HIJACKED

Recently one of Farnsworth's first postwar experimental television receivers was stolen from the locked car of a Farnsworth engineer in New York City. The engineer had driven from Fort Wayne, Indiana, to New York City to conduct field tests of the receiver there. When he left the car unattended a few moments, just after his arrival, a television-conscious thief smashed a window and helped himself to the set.

A few days later, E. H. McCarthy, Farnsworth Sales Manager, was advised that a truck carrying a shipment of twenty-five brand new radios had been hijacked in Chicago and the radios appropriated.

Investigations have been placed in the hands of the New York police, Chicago police and the FBI.

X X X X X X X

CHICAGO DAILY NEWS BACK IN RADIO THROUGH ATLASS STATION

Quite a number of newspapers either overlooked the opportunity to acquire broadcasting stations and a few who acquired stations sold them, but the Chicago Daily News is probably the only metropolitan newspaper to sell its station and later buy another one. This is about what the News, whose station WMAQ was one of the pioneer outlets of the country, did in selling WMAQ to the National Broadcasting Company some years ago, and then last week tentatively buying a 42% interest in WIND from Ralph L. Atlass. The sale is subject to the approval of the Federal Communications Commission. The argument will be made, however, that since the sale would not involve the control of the station, that consent of the Communications Commission is not necessary.

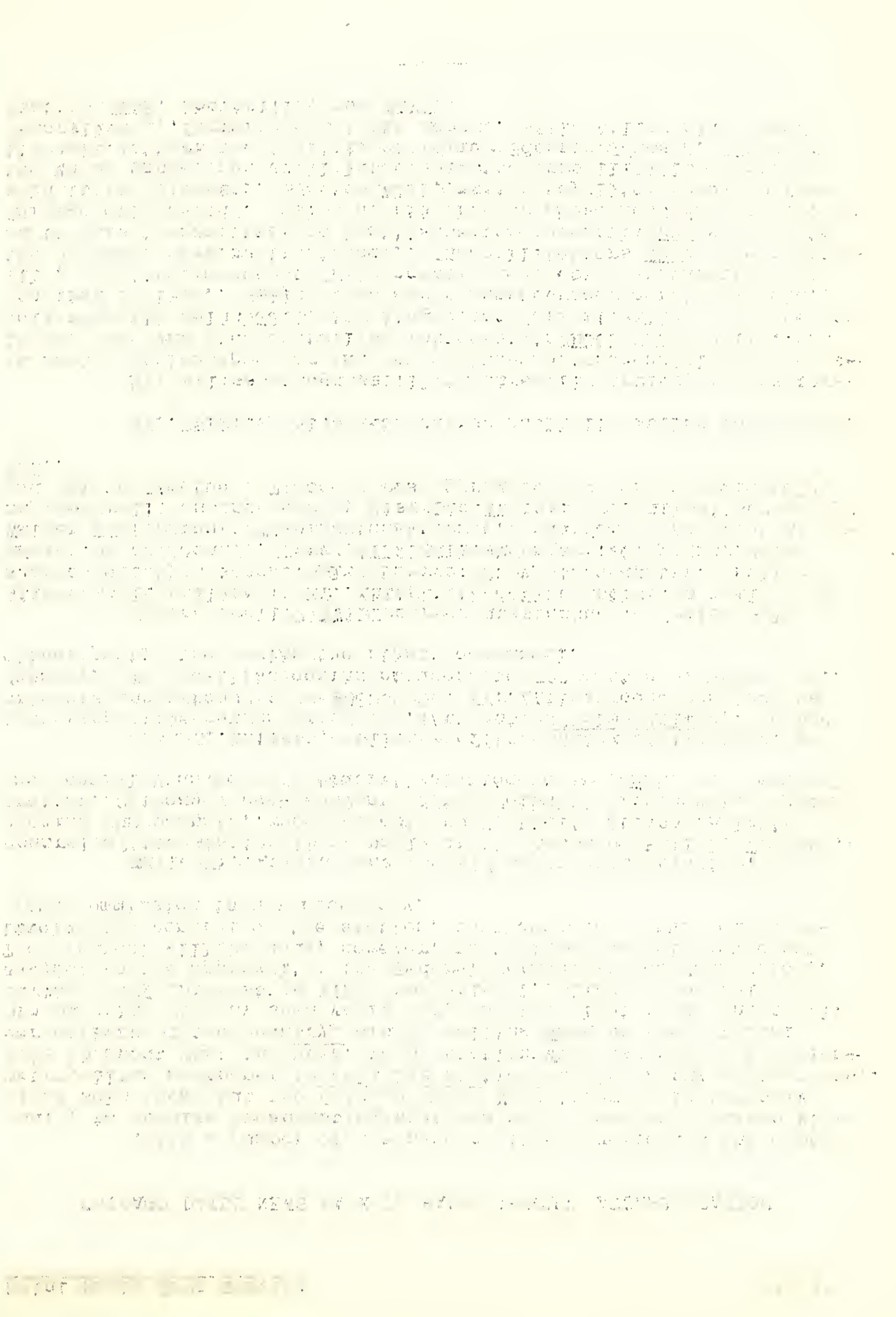
While Mr. Atlass owns the 42% under consideration, the control of the station is actually in the hands of Phil K. Wrigley, chewing gum magnate, who owns 38% and H. Leslie Atlass, Ralph's brother, Chicago Vice-President of the Columbia Broadcasting System and General Manager of Columbia's station there, WBBM, who owns 20%.

John S. Knight, publisher of the Chicago Daily News, is the prospective purchaser of the interest of Ralph Atlass, and the price is understood to be $800,000. Mr. Atlass would continue as Manager. The deal is contingent upon the FCC acting by March 1st, either party then having the right to cancel.

There are 1197 WIND shares outstanding, of which Ralph Atlass would deliver to Mr. Knight the 357 he holds, as well as 55 shares held by his son, Ralph Lewis; 32 by his daughter, Pauline Marie; 33 by John T. Carey, WIND Sales Manager; 20 by Mrs. Mabel Walker Willebrandt, Washington attorney, and former Assistant Attorney General; and one each by Miss Lou Wittal, Mr. Atlass' secretary, and Milton Dreyfus. These shares aggregate 499, or approximately 42%.

Mr. Wrigley holds 465 shares and Leslie Atlass 233 shares.

Mr. Atlass though still in his early forties, is a veteran radio station operator and one of the most successful in the business. He owns the controlling interest in WLOL, Minneapolis, and only recently sold WJJD, in Chicago, to Marshall Field, which he had acquired in 1933. Ralph began as an amateur operator in Lincoln, Ill., and later moved to Chicago where he kept his transmitter in the dresser drawers at his home. The call letters WBBM were assigned to this transmitter and that's how the powerful WBBM station in Chicago originated. Ralph and his brother Les owned WBBM and later sold it to Columbia. Station WJJD, which they later acquired from the Moose Lodge, and still later sold to Marshall Field, bears as its call letters the initials of former Senator James J. Davis of Pennsylvania, former head of the Moose. Ralph Atlass also owned Station WLAP, Louisville, now WAVE.



The Atlass brothers with their amateur forerunner of WBBM are believed to be among the first to sell time to sponsors. Their early customers were the Chicago Yellow Cab Co., World Storage Battery Co., and Chicago Mercantile Company.

Ralph antedated Hooperatings by many years by calling radio stores in Chicago - at that time radio sets were tuned in on retail stores - with the questions, "Is your set on" and "what station are you listening to?" The initial survey was to find out how many people were listening to the baseball game broadcast.

Purchase of WIND by the Chicago Daily News would give Mr. Knight a second radio interest. The publisher also owns a half-interest in WQAM in Miami, Fla., which he purchased in October 1945.

Mr. Knight is publisher of the Miami Herald, which is operated in conjunction with WQAM. He also is publisher of the Akron Beacon-Journal, and the Detroit News, but neither has a station affiliate although it is believed he is interested in establishing such ownership interests, having application for FM stations in both cities.

X X X X X X X X X X

PALEY APPOINTED RADIO CHAIRMAN FOR '46 BROTHERHOOD DRIVE

William S. Paley, Chairman of the Board of the Columbia Broadcasting System, has been appointed Chairman of the Radio Committee for the 1946 American Brotherhood Drive the week of Feb. 17-24, it has been announced by Harold E. Stassen, former Governor of Minnesota, General Chairman for the observance of American Brotherhood week.

With Mr. Paley on the Radio Committee are Niles Trammell, President of the National Broadcasting Company; Mark Woods, President of the American Broadcasting Company, and Edgar Kobak, President of the Mutual Broadcasting System.

President Truman is Honorary Chairman of the American Brotherhood campaign, which is sponsored by the National Conference of Christians and Jews. The goal of the drive is a $4,000,000 fund to combat bigotry and prejudice.

Mr. Paley, accepting the chairmanship for radio, said:

"I am glad to accept the chairmanship for radio of the American Brotherhood Drive because I believe that nothing is so important to our future national welfare and to the development of international understanding as any work which promotes better understanding and mutual respect between peoples of different faiths and races."

All four radio networks will cooperate in the drive, Mr. Paley stated, and all unaffiliated radio stations in the country are taking an active part.

X X X X X X X X X X

CBS SAYS TESTS PROVE HIGH FREQUENCY COLOR TV FAR SUPERIOR

In advance of the inauguration of a series of demonstrations of its new ultra high frequency color television for the press and industry last week, the Columbia Broadcasting System gave out a detailed advance story for release Monday morning. However, on the next day, the following correction was rushed through:

"Early this morning, Dr. Peter C. Goldmark informed us that late last night the new transmitting antennas in the Chrysler Tower had gone into service.

"This means that the ultra high frequency transmitter being used in our demonstrations is now radiating four times as much effective power as the most powerful television station in the New York area.

"We haven't had time to revise the press material on CBS Color Television being mailed today to include what is perhaps the most important point of all - that ultra high frequency transmission, which was claimed to be far inferior to lower frequency transmission in radiated power, is actually far superior."

This then was the last word Columbia had to say in putting its best foot forward on color. Using completely new equipment which, it was explained, had been developed, built and installed since V-J Day, the pictures were broadcast from the spire of the Chrysler Building.

It was said that this was the first time that a color broadcast in ultra high frequencies had been demonstrated on other than point-to-point basis. The picture was first picked up on a film on the 10th floor of the CBS Building at 485 Madison Avenue, just north of St. Patrick's Cathedral, and then transmitted by coaxial cable to the Chrysler Tower at 42nd Street and Lexington Avenue and broadcast from the 75th floor of that building. Finally, it was again picked up on the 9th floor of the CBS Building and brought by wire to the receiver screen which the guests were watching.

The transmitter used was of commercial design and was built and installed by engineers of the Federal Telephone and Radio Corporation, domestic manufacturing subsidiary of International Telephone and Telegraph Corporation. The receivers used were designed and built by CBS engineers.

Of the transmitter, an I. T. & T. press release states:

"The design of this new transmitter alters the entire concept of television transmission and sets a new standard for broad band 'fine screen' reception. One technical innovation incorporated in the equipment is its ability to combine the visual and the sound transmission on the same carrier frequency, thus making possible the first broadcast application of this principle. Since the sound

and picture signals are combined at the studio, then broadcast as a composite signal, a single transmitter rather than two independent transmitters is used. This means lower initial cost, less power consumption and less space requirements."

The only reference made to the RCA prediction that at least five years would be required to successfully achieve color in television was when Worthington Miner, CBS Director of Television, said:

"Much of the argument against color and the higher frequencies has been concerned with the time element. There are still those who claim it cannot be done in less than five years. This timetable we cannot accept. We feel that, by all odds, the most critical part of the work has already been demonstrated by us here today.

"Admittedly, our demonstration today has been limited to motion picture film and slides. That would seem to leave unsolved the problem of live pick-up. But that is less of a problem than it might seem to be. Live pick-up equipment involves relatively simple cameras, which CBS developed and used in daily color television broadcasting on the lower frequencies before the war.

"We believe that with the entire industry putting its shoulder to the wheel, ultra-high frequency black and white and color can be made available to the public by early next year. And, I may add, that that is a brief six months behind the promises now made for delivery of low frequency black and white equipment by even the most optimistic manufacturers."

X X X X X X X X

MARK WOODS GOES TO THE BAT FOR COMMERCIAL SPONSORSHIP

Mark Woods, President of the American Broadcasting Company, took a vigorous swat at critics of commercial sponsorship.

"The reason I want to answer the indictment of certain commercial sponsorship is that it has gone unchallenged in recent years, while the people responsible for raising the issue have gradually become bolder critics", Mr. Woods said, addressing the Advertising Club of Cincinnati. "Some of them are sincere, but I am afraid they don't know all the facts. Others, less sincere, have their own reasons for hammering the anvil whenever they can find an audience.

"The truth is, that there is nothing immoral, degrading or indecent about commercial sponsorship. The Boston Symphony's performance of a Beethoven symphony is every bit as excellent when the Allis-Chalmers Company is paying the bill as when ABC signs the check. (And there are those in Boston&s Symphony Hall who think the orchestra sounds even better now that their take-home pay is augmented!)

"I cannot accept arguments which deplore the qualify of a sponsored program, and compare it with the lily-white character of the same show on a sustaining basis. Do actors sound better, the less they are paid? Do musicians? Let me testify as an expert witness: They do not!

"But accepting the theory of the critics, let us see what we will have already accomplished. We will have effectively tossed at least a dozen programs off the air. So far, the listeners have gained nothing. In fact, they have lost some of the great public service programs. And what does that do to all the rest of the public service programs - the ones which we as networks and stations finance?

"Well, out of the studio window, along with those shows, must go roughly $8,000,000 in revenue for the cost of time only. And just to compound the evil, all of the periods formerly occupied by those programs must be filled by the networks out of their own depleted pocketbooks. There goes the quality of radio. You cannot drop $8,000,000 and spend money to replace those programs without using a pretty sharp paring knife on the ingredients of all your sustaining programs. So you end up with a lot less than you began with - in quality, in number of programs, in good will and in revenue. After all, let's face the facts. Our only source of revenue is the advertiser! The advertiser directly or indirectly pays the cost of all Public Service as well as all Sustaining Programs.

"Of course, the argument is that the broadcasters should set aside certain time to public service; and, by broad inference, that only such features which are not sponsored may qualify for the public service seal of approval.

"Let me say, without equivocation, that - with a certain few exceptions, all in the field of Religion - I sincerely with that every public service program were a commercial program. I say it is rankest folly to condemn some of America's greatest programs because they represent American institutions.

"Have our American people become so soft in their minds and their emotions that they cannot endure brief, well-considered statements from the sponsors who pay millions to afford them this fine listening? Does the fact that these sponsors hope to sell tractors or chemicals or cars detract from the music and the drama?"

X X X X X X X X X

Since the selection of Connecticut as the site for permanent UNO headquarters, Arthur Feldman, correspondent of the American Broadcasting Company in London, reported in a short wave broadcast that he has been deluged by Londoners as to just where Connecticut is, how far it is from Times Square and mostly how it is pronounced.

X X X X X X X X

OHIO CONGRESSWOMAN TELEVISED OVER NEW WASHINGTON STATION

The distinction of being the first woman Member of Congress to be televised at the Allen B. Dumont experimental station W3XWT in Washington, D. C., fell to Representative Frances P. Bolton (R), of Lyndhurst, Ohio. In an extension of remarks in the Congressional Record, Mrs. Bolton said:

"It was a most interesting experience. The studio is in the Harrington Hotel building. The lights now being used give 1,000-foot candlepower. Two hundred and thirty 300-watt lights are focused on those participating. The heat is terrific, but in possibly 2 months cold light will be used.

"Our audiences today were confined to a restricted area. Among the viewers were members of the Television Institute from New York, Baltimore, Washington, and Richmond, Va., attending a luncheon at the Statler. We had word from several of the viewers that the broadcast came through very clearly.

"I was most interested to be told that it is anticipated that within a year or two the cameras will be so constructed that they will be brought right into offices and we will talk directly to our constituents from our own desks. In addition, the actual happenings on the floor will not be beyond the power of these amazing cameras.

"I was particularly interested to know that both Cleveland and Cincinnati, in my home State, have applied for television stations.

"Truly, this is a world of miracles in which we live."

X X X X X X X X X

INVENTORIES SHOW NO RADIOS BEING WITHHELD FROM MARKET

A spot check on the stocks of 34 leading producers of radios, electrical refrigerators, ranges and washers and ironers at the end of December showed no excessive inventories of finished products being withheld from the market, the Civilian Production Administration disclosed on Monday.

Six plants had no inventories at all, though they had produced a total of 78,525 units - electrical refrigerators, washers or radios - since reconversion. Another six companies (including an electric ironer firm) had an inventory of less than 500 units each. As only 29 companies were in production at that time, of the 34 firms checked, the fact that 12 of the 29 producing companies only had inventories of less than 500 units each indicates that shipments were being made steadily.

A total of 526,046 units - electrical refrigerators, washers, radios, ranges or ironers were made since reconversion by the

29 spot-checked producing plants. Only 47,350 units of this total were in inventory at the end of December, the period when this survey was made.

Many of the units in inventory had not been shipped, Civilian Production Administration officials found, because the manufacturer was accumulating quantities with which to supply his distributor for a uniform display date, or because pricing arrangements had not been completed, or because of difficulties in obtaining crating material.

Civilian Production Administration officials checked 15 companies in the electrical radio industry. Three of these firms were found to be not in production at the end of December because of difficulties in obtaining components. The 12 producing firms had made 160,155 electric radios (mostly in October, November and December) and had an inventory of 18,299.

X X X X X X X X

ZENITH URGES FARM PAPER FM PROTEST; PHILCO BACKS FCC

The Zenith Radio Corporation by way of further protest against the recent decision of the Federal Communications Commission denying Zenith's petition that the 50 mc band be added for FM stations, is now bringing the case to the attention of the farm papers of the country.

At about the same time, the Philco Corporation declared that the Communications Commission was to be commended for its decision not to change the FM allocations.

"The Commission, in the face of intense pressure from a limited number of manufacturers, has adopted the course of action best suited to protect the public interest", John Ballantyne, President of Philco, said.

"If the Commission had created a split-band FM service, it would have imposed an unsound and uneconomic allocation system, which would have increased the cost of enjoying FM broadcasting service and imposed extra expense on every purchaser of a new FM receiver.

Commander E. F. McDonald, Jr., President of Zenith, wrote the farm paper editors:

"The Federal Communications Commission has just ruled that the farmer who today receives poor radio service because of static, interference, and fading, shall continue to receive poor service although FM can easily bring him better radio broadcasting than that now enjoyed in most cities.

"The Commission did this last week when it denied the petition to give back to the farmer good rural FM coverage by reassign-

ing the 50 mc band which it took away last June. The 50 mc. band had rendered good service in many areas for five years. This decision will serve to perpetuate the near monopoly of broadcasting by which the large radio chains exert their tremendous influence in molding public opinion.

"Zenith manufactures no transmitters for sale and can be little affected by this decision one way or the other. It is the public that pays the penalty. Since the technical issues have been resolved, there is nothing further that Zenith can do except to supply irrefutable technical data to others who may wish to carry on the fight for the farmer's right to hear good radio programs."

X X X X X X X X X X

RURAL RADIO LISTENERS PREFER NEWS AND HYMNS

The Agriculture Department reported that a Nationwide radio survey it made shows that farm and small-town listeners prefer programs giving them news, hymns, sermons and talks on farm problems.

Of radio's entertainment programs, those broadcasting old-time music got twice as many votes as the next most commonly mentioned.

"The program preferences of small-town listeners indicate a greater preference", the Department said, "for lighter aspects of radio service than is found among farm people."

The survey was made in connection with the Federal Communications Commission hearing on the question of whether present so-called "clear channel" radio stations render a program service particularly suited to the needs of listeners in rural areas."

Such farm organizations as the National Farmers Union, the National Grange and the American Farm Bureau Federation have criticized programs of such stations.

X X X X X X X X

RKO TELEVISION ELECTS AUSTRIAN PRESIDENT

Ralph B. Austrian has been elected President of RKO Television Corporation, succeeding Frederic Ullman, Jr.

Mr. Ullman's duties as President of the greatly enlarged RKO-Pathe, Inc., are demanding practically all of his time. He will continue to serve, however, as a Director of RKO Television Corporation.

X X X X X X X X X X

SCISSORS AND PASTE

In Defense of Chicago Radio
(Larry Wolters of the Chicago Tribune writing in the New York Times)

Generally speaking, Chicago radio is genuinely confident about the future. Why are we optimistic? This always has been a natural production center, still is. There's much good talent here. It's true some of the top talent is skimmed off every year, but new blood is constantly being infused.

Scads of newcomers pry their way into big-time radio here every year. The American Federation of Radio Artists here reports that its paid-up membership of 750 is the highest it's ever been. More money is being spent by advertisers here than ever before; more money is being spent on talent here, and a dollor buys more in results here than anywhere in the nation. That's what the broadcasters say, at least.

If Chicago slipped any in recent years perhaps the easy money of wartime was to blame. Nothing but marginal time was available for sale. What stock was on the shelves became shopworn, and there wasn't too much incentive to develop new ideas. But a promising seed bed is being developed now. Nothing orchidaceous is to be expected. The pattern has been pretty well set by "the Quiz Kids", "Breakfast Club" and "Dr. I.Q.". Idea programs and not neon name shows will be nurtured.

Mr. LaGuardia's Air Rating
("Variety")

Now that the ballyhoo anent the coast-to-coast sponsorship of ex-Mayor LaGuardia has subsided, here's what's happened to his Sunday night ABC commentary Hooperating:

For his initial broadcast, LaG racked up a 12.7 rating. His audience for the second program dropped to 6.5, a nosedive of 6.2 points.

Senate Also Asked To Check on George Allen
(Joseph and Stewart Alsop in "Washington Post")

The shrewd politicians are much more interested in the President's nomination of George Allen to the Board of the RFC than in his choice of Edwin Pauley for Undersecretary of the Navy. * * *

Without any place on the public payroll, Allen has occupied one of the offices allotted to the presidential staff in the State Department, and has served as one of the President's chief advisers almost since Mr. Truman took office. During the past year, he has also emerged as what can only be called a commanding figure in the business world. In 1944, he was already the Director of 16 corporations, including 12 insurance companies. * * *



But in 1945, Allen's guidance and advice gained a wider appreciation. In that year he added to his list directorships in American Cable and Radio, Consolidated Vultee Aircraft Corp., General Aniline & Film Corp., Hugo Stinnes Corp., and the Republic Steel Corp. On the board of Aviation Corp., Consolidated Vultee and Republic Steel, Allen sits with his old friend, Victor Emanuel. On American Cable and Radio, he has among his colleagues members of a New York banking house which has long been known for its friendly interest in the Democratic Party.

(Walter Lippmann in "Washington Post")

It will also be necessary for the Senate to scrutinize the nomination of Mr. George Allen to the Board of the Reconstruction Finance Corporation. The fact that Mr. Allen has the far-flung and complicated private business connections which the Alsop brothers described yesterday in their column, would not necessarily disqualify him. But as they indicate, Mr. Allen's expanding career in business has been coinciding with his expanding influence at the White House. His many directorships would be more impressive testimony to his industrial genius if he did not devote so large a part of his genius to running the Truman Administration.

The nomination should, therefore, be investigated carefully to find out why he has become a director of so many corporations when he spends so much of his energy governing the United States. Does he in fact produce and sell airplanes, steel, insurance, and no end of other useful goods and services, or does he produce and sell political influence? This is a fair question, and it is the obvious duty of the Senate to see that it is answered.

Doesn't Blame Petrillo For Cashing In On Spinelessness
("Saturday Evening Post")

It is easy to understand that a country threatened with a complete stoppage of its milk supply, or transportation, or electric-power transmission, might submit to such dictation. But the paradox is that one of the most relentless squeezes against the American public is operated by the purveyors of boogie woogie. Maybe a country which can't lay off the live long enough to establish the right to buy its music canned, crated, or any way it likes, gets what it deserves when a Petrillo waves foreign music off the air. Anyway, it is inappropriate to blame Little Caesar for cashing in on our spinelessness.

(Leonard Lyons, "Washington Post")

When the announcement came that Army Signal Corps scientists at last had made radar contact with the moon, Paul Porter, Chairman of the Federal Communications Commission, was asked whether his Commission would have jurisdiction in this case.

"If it isn't within the province of the FCC", Porter replied, "undoubtedly Petrillo will charge for the reflections."

X X X X X X X X X X X

TRADE NOTES

Now comes the report that President Truman is not seeking the full-time of Paul Porter, Chairman of the Federal Communications Commission for services at the White House but thinks he has a big enough job at the FCC and desires him to stay there. This fits in with a rumor last week that Mr. Porter will be called upon from time to time for presidential advice but will continue as FCC Chairman. It has been reliably reported that Mr. Porter does not want to go to the White House and would only go if drafted.

Press Wireless has filed tariff applications with the FCC to send photographs of servicemen in Europe to relatives or friends in the United States; just photos are being transmitted to the newspapers. Thus a mother or fiance may receive a picture of a soldier or sailor abroad in from one to four hours.

The election of Fred T. Caldwell as President and Henry M. Pease as Vice Chairman of the International Standard Electric Corporation, world-wide manufacturing and sales organization of the International Telephone and Telegraph Corporation, was announced Tuesday by Col. Sosthenes Behn, President of I.T. & T.

Mr. Caldwell, who has just returned to this country from Spain where he served as Executive Vice President of the Spanish Telephone Company, a former I. T. & T. subsidiary, will take over his new duties immediately. Mr. Pease, who takes over the vice chairmanship of ISE, has been president of the corporation since 1941

Radio stations in Cleveland had things all their own way in covering the Jennings Hall fire last week because of the protracted strike of pressmen which has now had Cleveland's three daily newspapers closed down for five weeks.

Almost two-thirds of the companies which have obtained radio set prices to date are newcomers in the field, not having produced before the war, a Radio Manufacturers' Association analysis of OPA prices listed through the week of January 18th, discloses.

A total of 93 companies, including three mail order houses, have obtained prices on 352 sets, and of the 90 manufacturers only 33 were in production before the war. This means 57 are new in the radio set production field.

OPA officials expressed the belief that many of the newcomers, probably as many as half, decided not to produce at this time after getting their prices. The reason for such a decision, OPA officials believe, was that prices were too low to make production profitable during a period of short supplies.

Ioury G. Maloff, who supervised the development of RCA's reflective optical projection system for television receivers, which makes possible large, brilliant images on a home receiver screen approximately the size of a newspaper, will be the principal speaker at a meeting of the Radio Club of America to be held Feb. 15 at Havemeyer Hall, Columbia University, New York.

Thirty Philco export service managers, from all parts of the world, are in Philadelphia attending Philco International Corporation's two month training school in the servicing of radio and television receiving sets and other products.

The refresher course for these distributor service men has brought them from such far away places as Peru, Iceland, Netherlands West Indies, New Zealand and Bolivia.

The radio tube manufacturers delivered approximately 40,000,000 tubes for replacement purposes in 1945, according to Bob Almy of Sylvania. This was a tremendous improvement over the lean year of 1944 when only 20,900,000 were delivered. The 1945 performance compares favorably with the 33,700,000 figure for 1941 which is considered the last normal year.

X X X X X X X X X X

RADIO-RADAR SURPLUS PROPERTY TO BE AVAILABLE IN SIX WEEKS

Officials of the War Assets Corporation stated last week that total electronic surplus sales to date were only between $7 and $8 million of $130 million received, but that within 45 days much radio-radar surplus would be available.

Agreement on general principles for continued disposal of surplus electronic materials, except telephone equipment, by manufacturer-agents was reached at a recent conference of the Surplus Disposal Committee of the Radio Manufacturers' Association with RFC and Surplus Property Administration officials.

Many objections to present operations of war surplus disposal were submitted both by officials of the RMA committee, which was headed by M. F. Balcom of Sylvania Electric Products Co., of Emporium, Pa., and included representatives of all industry groups.

The RMA conference followed an upheaval in reorganization of the war surplus procedure in which the new War Assets Corporation superseded RFC and also the Surplus Property Administration.

At the RMA-WAC conference, Chairman Henry W. Cornell, Chairman of the War Assets Corporation, said that it was proposed to continue the manufacturer-agent plan for the electronics industry, except telephone apparatus, and to make the disposal contracts "more workable".

The Committee agreed to change the system of commissions for electronic manufacturer-agents. WAC proposed a varying, sliding scale method of remuneration, possibly with different per cents on different types of radio-radar equipment. Limitation of special salesmen's commissions also will be sought.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

RECEIVED
FEB 14 1946
LEGAL DEPARTMENT

INDEX TO ISSUE OF FEBRUARY 13, 1946

Coaxial Cable Television Dedication Wows Capital.....1

"TV Ready To Go But - " - Porter; Wheeler Against Monopoly.....3

CBS Color Phenomenal, Says McDonald; WBBM Set For Chi.....4

Domestic Radio Set Shipments Only 8% Of Prewar Average.....5

First Book On Radar Soon Off Press; By Orrin E. Dunlap, Jr.....6

Decision Awaited As To Whether Or Not Porter Leaves FCC.....7

Mayor Uses Municipal Station To Call Off N.Y. Shutdown.....8
Radio Reaches New High In 1945 - $310,450,000 Net.....8

Congress Rows Over Rep. Rankin's Attack On Winchell.....9

Truman Asks More Funds For State Dept. Broadcasting.....10

66% Of Prospective Radio Purchasers Are Eager For FM.....11

Still $122,896,000 U.S. Surplus Communications To Be Sold.....12
Alaskan Communications Service Seeks To Continue.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1717

February 13, 1946

COAXIAL CABLE TELEVISION DEDICATION WOWS CAPITAL

Television never did a better piece of lobbying for itself than at the history-making initial telecast over the Bell System's new coaxial cable between Washington and New York transmitting the Lincoln Birthday exercises from the Capital yesterday (Tuesday). It was a splendid presentation from start to finish. The clear life-like black and white pictures, as good as a theatre movie but not so large, did a grand job of selling television to the Representatives and Senators whose leaders not only took part in the show but seemed to be delighted to do so. All agreed that here was something they could use in their most important business - campaigning for re-election.

Senator McKellar (D), of Tennessee, who is pinch-hitting for President Truman as presiding officer of the Senate, seemed to sum up the collective opinion of the Capitol Hill participants when he said:

"People like to hear their representatives as well as to hear them." He then got quite a laugh by saying: "I think they prefer to see them as to hear them. I think it would be a wonderful thing if by means of television a constituent back home could see his Senator in motion, in action, and with people, at the same time they could hear him."

Another break for the coaxial cable television tryout was the fact that the big labor strikes kept so many at home in New York and Philadelphia and gave them the opportunity of viewing the noon-hour performance which they ordinarily would have missed.

The television systems of the National Broadcasting Company, the Columbia Broadcasting System, the Allen B. Dumont Laboratories, and the Bell System joined in putting on the demonstration. The telecast was seen and heard in New York through the facilities of NBC's television station WNBT, CBS' television station WCBW and Dumont's television station WABD. The program was also carried by Dumont's station W3XWT, the first in Washington, by WRGB, General Electric in Schenectady and the Philco television station in Philadelphia.

The National Broadcasting Company in Washington held an open house reception for invited guests to viewthe pictures with Frank M. Russell, Vice-President, and Carleton D. Smith acting as hosts.

The program began with interviews with the leaders at the Capitol and then the scene shifted to the Lincoln Memorial where General Eisenhower was seen laying a wreath from President Truman

at the foot of the Lincoln statue. An amusing feature was when General Eisenhower had to go through the motions of placing the wreath at the statue which some of the photographers (but not the television's sharp eye) had failed to catch the first time. Music was by the famous Marine Band directed by Capt. William F. Santelmann.

When commentator Bill Henry asked Senator Wallace White of Maine, Republican leader and radio expert of the Senate if he thought television was going to play a leading part in political campaigning, he replied:

"I do not believe that you or all of those interested in the development of television or aspiring candidates have any real comprehension at this time of what television is to do with respect to political campaigning. We campaigned in years past with track and pamphlets, we've utilized the press. We've addressed relatively small audiences. We have had microphones and loud speakers. We've had columnists and commentators. But you have found something really more potent than all, the people like to see their public men in action.

"They like to give their candidates what the boys call 'the once over'. They want to know if a candidate speaks as though he meant what he said. Speaks as though he had definite convictions...speaks as though he had the courage of his convictions. And I think all these things and more are to be made known to the American people. The American people are interested in the elections of public servants."

Representative Clarence F. Lea (D), Chairman of the House Committee which handles radio matters, said:

"Only time can tell the far reaching consequences of television to the people of the world. Today we can be sure of one thing. We can hail it as a great contribution to the knowledge and understanding of the people of our nation. Radio gave to the human voice the possibility of being carried to the whole world. From the remote station in this country, the human voice is taken to the remotest section in the world. The radio television gives the eye a similar increase of power. If we go to the highest mountain top and look around us, it is a narrow circle that is the natural range of the human eye.

"Television is going to make it possible to see to the other side of the mountain, to the other side of the continent, to the other side of the world, and see our neighbors of the world. The average citizen of this country never has the opportunity of seeing the Capitol of our nation. He has read about it, he has heard a great deal about it, but television is going to give him the opportunity to see. With his great knowledge of his country, he is going to exercise the duties as a citizen of this republic. Now he knows little about the thousands of activities of his government. We are here today on the Capitol Steps of the Nation, the average citizen knows little about what occurs up here in Congress, little about

the multitude of activities of the executive department of the government. Television is going to give him a chance not only to read and hear, but to see Congress in action and enable him better to discharge his duties to this great nation."

A map was flashed on the screen showing the completed units of the coaxial cable and how eventually it would extend from coast-to-coast.

X X X X X X X X

"TV READY TO GO BUT - " - PORTER: WHEELER AGAINST MONOPOLY

Speaking at the Lincoln Birthday coaxial cable Washington-New York television demonstration, Paul Porter, Chairman of the Federal Communications Commission, declared that technically "television is ready to go but there are a great many economic and social problems yet to be solved. Television is going to have a lot of disappointments in its early stages."

Senator Burton K. Wheeler (D), Chairman of the Senate Interstate Commerce Committee warned against a television monopoly.

"We have at the Commission applications for 200 new stations, television stations, in the various metropolitan areas, and there is no question that scientifically and technically the industry is ready to go and it is going to mean not only new entertainment and education but at the same time it is going to produce a lot of new jobs, it is going to carry a reconversion load that is beyond the expectations of many of us who have been studying this problem", Chairman Porter said.

"I can see in communications, including television and FM, some six billion dollars in capital expenditures and consumer goods within the next few years and when you consider after the last war sound broadcasting was just getting off the ground, we know that the strides television is going to make will be much greater rapidity than in sound broadcast.

"Do you have a great many applications for television broadcasting?" Mr. Porter was asked.

"In taking the Nation's Capital, for example, we had just four frequencies available for television stations and we had eight applicants for those frequencies. Similarly in New York, Chicago, Los Angeles, San Francisco and our principal metropolitan areas. There are more people that went to go into the business than we have frequencies available", he replied.

"Is that going to be the case everywhere...that the number of frequencies are going to be smaller in television than in standard radio?" the Chairman was asked.

"It will be in the lower bands that are allocated presently for commercial television. There has been great experimentation in higher frequencies and it is the Commission's view that a truly competitive nationwide system of television is going to have to go way upstairs around 400 and 500 megacycles", he replied.

Senator Wheeler said:

"There are a great many problems coming before the Interstate Commerce Committee and before the Senate and Congress of the United States. Some of these problems have already been presented to the Interstate Commerce Committee. Television can be one of the greatest mediums for good or one of the greatest mediums for evil for the people of the United States. I think it can be a great good if it is properly used and it is up to the Congress of the United States to see that there is no monopoly in television and that it is used for the benefit of the people from an economic, social, as other problems. We'll have some legal, economical and social problems before the Congress. I think it is a great instrument for education and I hope it will be used in the right way."

X X X X X X X X X X

CBS COLOR PHENOMENAL, SAYS McDONALD; WBBM SET FOR CHI

The greatest enthusiasm was shown by E. F. McDonald, Jr., President of the Zenith Radio Corporation, after seeing a demonstration of the new Columbia Broadcasting System color television demonstration in New York. Commander McDonald, owner of television station W9XZV, in Chicago, when asked if the new color was an improvement over the old, said, "Columbia is to be complimented on the phenomenal progress it has made since V-J day. The CBS effects with color are just out of this world when compared with black and white."

It was also learned that CBS hopes to have a high-definition, full-color video transmitter installed in Chicago by April or May. Transmitter, to operate in the ultra-high band on 490 mc, now being built by CBS engineers. Westinghouse will supply studio equipment. H. Leslie Atlass, Jr., CBS Chicago Vice-President and operator of Station WBBM, will be in charge. CBS since December 20th has been operating a video transmitter on 700 mc. band.

Commenting further upon the New York demonstration which he had witnessed, Commander McDonald said:

"The absence of ghosts in the Columbia color pictures and the use of buildings as reflectors demonstrated the value of the high frequencies for television. I think that there is no question that the great future of television lies in high definition on the higher frequencies in color. I have a number of reasons for saying this. The advertisers of the country have been willing to pay a premium to purchase color in their advertising. In the movies a mediocre picture in color will ofttimes pack a theatre whereas a

picture in black and white must be good to achieve the same relative box office success. Also, if the film companies could produce color film for all types of cameras at a price as low as black and white, I feel that there would be little or no more black and white sold. Kodachrome 16 mm color film for amateur moving picture cameras, although higher in price, now outsells black and white three to one --- the public wants color.

"In a color television receiver the public can enjoy color without additional cost after the original purchase of a receiver.

"Five years ago, we produced color television on our own television station here in Chicago, and have been working on it since that time. It is our intention to produce color television receivers for the new high frequencies rather than black and white for the old frequencies. As a matter of fact, I feel that it is unfair to sell any television receivers to the public in the 50 mc band which even the FCC concedes is a temporary assignment. No television receivers should be sold to the public for operation in the 50 mc. band without putting the public on notice that their 50 mc. receiver will shortly be obsolete."

X X X X X X X X

DOMESTIC RADIO SET SHIPMENTS ONLY 8% OF PREWAR AVERAGE

Incomplete reports by the Civilian Production Administration indicated that shipments of domestic radio receiving sets during December were approximately 100,000 sets, or 8% of prewar average monthly production of 1,100,000 sets a month and only a fraction of earlier forecasts by the industry. Few if any sets were shipped for civilians during October and November. It is thought that actual output in December may have been somewhat higher because some of the smaller manufacturers, on whose production no reports are available, may have been shipping sets at a greater rate than the industry in general, but the total shipments by such companies is a negligible factor.

Reports indicate that military radio and radar orders still account for the major portion of shipments in the industry, even though total military shipments are very small. The radio manufacturers are having trouble getting cabinets because they have to compete with the furniture makers.

X X X X X X X X X

The program of the State Department for continuing to furnish information of American life and governmental policies through short-wave broadcasts abroad was approved by the New York State Publishers' Association in a resolution sent to Secretary Byrnes.

X X X X X X X X X X

FIRST BOOK ON RADAR SOON OFF PRESS; BY ORRIN E. DUNLAP, JR.

"Radar" -- what it is and how it works -- by Orrin E. Dunlap, Jr., the first popularly written story of this new miracle of radio science, will be off the press of Harper & Bros., New York, February 27th.

Mr. Dunlap, formerly radio editor of The New York Times, and now a member of the executive staff of the Radio Corporation of America, has added "Radar" to a list of ten radio books which he has written in language the layman can understand.

This is a story that even the schoolboy can understand as well as the radio amateur, the radio broadcaster who hasn't taken the time to think the thing out, and the average radio listener who wants to be informed on a new advance of science, which, starting in 1940, reached a production peak of more than $3,000,000,000 worth of equipment before the end of the war in 1945.

"How can an invisible radar beam pulse through the air, strike the tiny speck of an airplane up 20,000 feet, or 20 miles away -- hidden in clouds, fog or darkness and reveal its exact location and speed? The miracle is that radar does exactly that, for a radio wave is reflected like an echo from the plane, even when the latter is invisible or but a pinpoint in space", Mr. Dunlap asks. "That is the wonder of radar -- the sixth sense that guides airplane pilots and marine navigators with unerring accuracy, and prevents collisions -- the radar that controls gun-fire so accurately that enemy ships in the dark and beyond the horizon are like clay pigeons on parade in a shooting gallery."

If radar sounds complicated to the layman, Mr. Dunlap says it is easy to understand if the echo is kept in mind. For the echo illustrates radar as the stone cast into a pool of water pictures the formation and action of radio waves. The stone casts a series of ripples in ever-widening circles; the radio transmitter does likewise in the vast electromagnetic sea. In radar the transmitter projects radio energy which echoes if it strikes an object, just like a boy who yoo-hoos and hears the sound reflected from a cliff, or from the walls of a cave.

Yet, the word "radar" did not appear in the news until 1943!

Mr. Dunlap vividly portrays the genesis and the evolution of radar. He tells how the secret was revealed. His chapter on the amazing wartime performance is almost unbelievable. A decade ago even men of science would not have believed them to be possible -- to sink an enemy battleship by gunfire through the dark of night, more than 8 miles away, without the gunners seeing it was a fantastic idea in 1940, yet a reality by radar in 1942!

Profusely illustrated with pictures and simple sketches that help to explain radar, the book is a contribution to the library of science that long will be valuable as a historic record

of radar in the war. Dramatically, he makes radar easy to understand by all who read to learn and to be informed while being entertained. Radar is a story of man's ingenuity that puts Jules Verne in the background of fantasy. The end of the war lifted the curtain of secrecy on Radar -- a drama of science many will want to read about between the covers of this latest book, written by the same author who wrote the biography of Marconi; "The Future of Television", and "Radio's 100 Men of Science."

X X X X X X X X X X

DECISION AWAITED AS TO WHETHER OR NOT PORTER LEAVES FCC

Although five days have passed since Paul Porter, Chairman of the Federal Communications Commission, was called to the White House so hurriedly by President Truman, there is at this writing still nothing definite to report. The story that up to now has not been denied, is that Price Administrator Chester Bowles is to replace John W. Snyder as Director of the Office of War Mobliization and Reconversion, and that Chairman Porter will replace Mr. Bowles as head of the Office of Price Administration.

One writer said that leaving the White House, Mr. Porter "appeared to be suppressing excitement over something". He declined to talk to newspapermen saying any statement had to come from President Truman.

Mr. Porter was likewise silent on the subject when he attended a reception given to the delegates of the North American Regional Broadcast Conference delegates. Someone asked, "How shall I address you - as Chairman of the FCC or as Chief of the OPA?" Mr. Porter laughed but again refused to be drawn out.

It was further reported that if Porter left the FCC, the President would not appoint anyone to take his place but would leave the vacancy. This fitted in with the story that Porter was reluctant to leave the FCC but that if he did leave, wanted something with more permanence than the OPA.

According to that version, if Porter went to the OPA, Charles R. Denny, Jr., the youngest member of the Commission, being only 33 years of age, was slated to be the Acting Chairman of the FCC. If Denny, who was former FCC Chief Counsel, worked out O.K., and if Porter got along all right at the OPA and the life of the Office of Price Administration were extended, then Denny might be appointed permanent Chairman and a new man appointed to fill the Denny vacancy. One informant went so far as to say that if there were any tie votes (there would be only six Commissioners without Chairman Porter) that Mr. Porter might even be called back from time to time to participate in the votes and break the deadlock.

There was still another story floating around. It was that Chairman Porter wasn't going to OPA after all but would continue at the Commission. All of which leaves us about where we were when we came in.

X X X X X X X X

MAYOR USES MUNICIPAL STATION TO CALL OFF N.Y. SHUTDOWN

Seeking what he believed to be the quickest way to end the city shutdown caused by the fuel shortage, Mayor O'Dwyer availed himself of New York City's Municipal Station WNYC to tell the people that the crisis had passed and that things could open up again. That he should turn to WNYC in the emergency was a bit ironical because though the station was Mayor LaGuardia's particular pet Mr. O'Dwyer has up to now shown little interest in it and, according to rumor, was thinking about selling it though he has approved WNYC's budget for another year.

Prospects for settlement of the tug boat strike which tied the city in knots were reported as somewhat brighter as the Mayor remained in conference at the City Hall with a group of business leaders, including David Sarnoff, of the Radio Corporation of America, Bernard Gimbel, Hugh Robertson, Managing Director of Rockefeller Center, and Basil Harris, President of the United States Lines.

Meanwhile other members of the Employwers' Committee were in conference in another room of the building with Edward McGrady, Vice-President of RCA in charge of labor relations, former Assistant Secretary of Labor, who had been mentioned repeatedly as a possible arbitrator of the dispute.

X X X X X X X X X

RADIO REACHES NEW HIGH IN 1945 - $310,450,000 NET

New revenue peaks and marked gains in the number of stations were recorded as the American system of broadcasting completed its twenty-fifth year of existence in 1945, according to the new 1946 Broadcasting Yearbook, now on the presses. During the year, revenue soared to $310,450,000 in net time sales, an increase of 7.3 per cent over 1944; and at the year's end there were 1,004 standard broadcasting stations in the country compared with 943 in 1944. About $73,000,000 was spent by broadcasters and advertisers on talent; and, while there were fewer radio receivers in 1945, there were more radio-equipped homes than ever before, according to the publication.

X X X X X X X X X X

CONGRESS ROWS OVER REP. RANKIN'S ATTACK ON WINCHELL

Lincoln Birthday tributes in the House of Representatives were interrupted by a clash over Walter Winchell, radio commentator, Representative Sabath (D), of Illinois, touched off the explosion when he said:

"It is a matter of regret to me that yesterday the gentleman from Mississippi (Mr. Rankin) should have again attacked Walter Winchell, an officer of the Naval Reserve, a loyal, patriotic and generous American citizen, and one of the most fearless radio commentators we have, who needs no defense from me.

"The gentleman from Mississippi has unfortunately chosen to attack Walter Winchell, not on a rational basis of their difference in ideas, but on grounds of religion and emotion, just as on other occasions he has attacked Drew Pearson, another outstanding commentator who is unafraid to give the truth, on an emotional basis.
* * * * *

"Yesterday, the gentleman resorted to the use of billingsgate which I dislike even to repeat. He called Mr. Winchell a 'slime-mongering kike'. The use of this word is insulting to the whole American people. It is contrary to the spirit and intent of the Constitution and of our institutions of government. It is a vicious word which violates that spirit of tolerance and understanding essential to a democratic way of life. It is un-American to use such a word about another American. It has no place in congressional debate. It is an inflammatory word which can serve only those divisive forces which would like to see American set against American because of differences in religion or race. Such language should be and is condemned by all decent-minded persons, who will share with me my devout hope that never again shall such a word, or any similar word, be used in this House to describe any American, or any group of Americans."

Representative Rankin jumped to his feet and said:

"I want to serve notice on the member from Illinois (Mr. Sabath) who has just left the floor of the House, after a mcuthy attack on me, that whenever he gets ready to debate on this floor I am ready at all times; and when he comes here to defend some slime-monger who goes on the radio and lies about me, then I am ready to meet him anywhere."

It appeared, however, that Representative Sabath had not left the floor. He jumped to his feet and demanded that Rankin's words be taken down, a parliamentary procedure to determine if they violated the rules of the House. Representative Sparkman (D), of Alabama, presiding, ruled that the words did not attack a member of the House and were not out of order.

Then Representative DeLacy (D), of Washington, described Rankin's attack on Winchell as "disgraceful" and declared "we do not intend to let such go unchallenged on this floor."

Representative Rankin shouted "I don't intend to stand here and listen to these Communistic attacks on me", and demanded that DeLacy's words be taken down. Another member shouted a demand that Rankin's words be taken down.

Speaker Rayburn (D), of Texas, returned to the chair to preside, had the words read, and ruled that both Rankin and DeLacy had violated the rules against personal attacks on other members. Under the ruling neither member could speak during the remainder of the House session yesterday.

X X X X X X X X

TRUMAN ASKS MORE FUNDS FOR STATE DEPT. BROADCASTING

Despite the controversy over whether or not the State Department should continue in the news and propaganda distribution business, President Truman last week asked Congress to raise the State Department budget approximately 30 million dollars with a goodly share of it to be spent for an "Information Bureau".

The President asked for authority to establish "An information program designed to disseminate abroad through press, publications, radio, motion pictures, and other media, information about the United States, its people and its policies."

Congress also was asked to provide money so that the State Department can continue its wartime task of procuring and analyzing "intelligence concerning foreign countries, and to conduct research required for the proper formulation of foreign policy."

The House recently refused to provide additional funds to the Federal Communications Commission for maintaining the Foreign Broadcast Intelligence Service. That service, which intercepted and analyzed foreign broadcasts during the war, now has been transferred to the State Department.

An increase of $9,595,000 was asked to buy and rent reception and transmission equipment for adio and other means of communications, $908,000 to spend for additional printing, and $1,538,000 to purchase printing equipment abroad and buy advertising in newspapers outside the United States.

X X X X X X X X

Brazil's highest decoration to foreigners, the National Order of the Southern Cross, Cruziero do Sul, will be conferred upon Edward Tomlinson, NBC Commentator and Inter-American advisor, at ceremonies at the Brazilian Chancery in Washington, Thursday, February 14th at 4:30 P.M. The National Order of the Southern Cross was awarded to Tomlinson by the present Brazilian Government.

X X X X X X X X X X

66% OF PROSPECTIVE RADIO PURCHASERS ARE EAGER FOR FM

Findings in detail of a recent survey made by Sylvania Electric Products Company confirm the optimistic outlook for the purchase of FM sets.

In reply to the question "How many prospective radio purchasers want FM?" Sylvania reports:

"It was found that two out of three prospective radio purchasers want FM. Those who want FM total 66.6%; don't want FM - 10.2%, and don't know - 23.2%. The desire for FM varies with income and with geographic area. In economic group A, 75.6% want FM; B - 67.8%; C - 63.4% and D - 53.3%. In the North East 57.4% want FM, North Central - 65.7%, South - 87.6%, and West - 54.3%.

Most people realize FM will add to the cost of a radio, but 19.3% of those people wanting FM have no clear conception of how much extra they expect to pay. Those who have formed an opinion have the following ideas on price:

Estimated Extra Cost	% of Total
0	2.0
Less than $30.00	36.4
$30-$50	14.8
$50-$75	23.5
$75-$100	8.2
Over $100	15.1
	100.0

"A previous question had established the fact that FM non-owners now constitute 98.6% of all radio families and only one in seven or 13.9% has heard FM. All others base their opinion on hearsay.

"On the subject of FM demonstration, as many as 54.6% would demand a home demonstration, 45.4% would be satisfied with a store demonstration.

"To test the extent to which prospective purchasers are sold on FM, we suggested certain faults, present in many FM receivers, to see if they would buy a set even if these faults existed. 60.6% still said they would buy after all the disadvantages had been exposed to them. Only 13.9% said they would not buy and 25.5% didn't know.

"FM can add as much as $600,000,000 to the radio business in these first two to three post war years. As many as 10,700,000 FM sets can be sold out of a total market of 17,400,000 sets.

X X X X X X X X

STILL $122,896,000 U.S. SURPLUS COMMUNICATION TO BE SOLD

In the liquidation of war surpluses the progress report for the fourth quarter 1945, just made by W. Stuart Symington, reveals the following inventory of communication and electronic surplus as of November 30, 1945:

Communication and Electronic Group	Consumer Goods	Capital and Producers Goods
Radio broadcast transmitting apparatus	1	1,124
Commercial and specialized radio communication equipment	6	12,638
Electronic devices, except control and communication		18,222
Electronic tubes	33	33,175
Telephone equipment	7	7,234
Telegraph equipment		4,107
Electronic equipment components and subassemblies	33	43,878
Other	10	2,518
	90	122,896

(Thousands of dollars - reported cost)

X X X X X X X X X

ALASKAN COMMUNICATIONS SERVICE SEEKS TO CONTINUE

The Civic Functions Appropriations bill now in the Senate recommends an appropriation of $543,000 for 1947 for the Alaskan Communications System and assumes that signal service of the Army funds will not be made available to cover obligations of the system, as has been the case during the war period. For example, in fiscal year 1945, obligations for the system covered by Alaska communications system funds were $227,840, whereas similar signal service of the Army obligations totaled $2,775,146.

The recommendation is based on a plan to operate 33 stations in the system - 32 in Alaska and a master station at Weattle, Wash. During the war period a total of 46 stations were operated. Twenty-one stations were in operation when the war started.

One hundred and fifty civilian and 300 military personnel will be used to maintain and operate the system. This will reflect a reduction from 350 civilian and 2,000 military personnel during fiscal year 1945. Just prior to the war, 52 civilians and 191 military personnel were used to operate the system.

Receipts from commercial traffic are estimated at approximately $700,000 during fiscal year 1947. The value of Government traffic, if charges were made at commercial traffic rates, is estimated at approximately $2,000,000. Use of radiotelephone facilities will result in increased commercial traffic. Revenue from commercial traffic in fiscal year 1941 exceeded $450,000, and for the preceding several years had increased at a rate of about 10 percent per year.

X X X X X X X X

SCISSORS AND PASTE

Asserts More Radicals In FCC Than Any Other U. S. Unit
(Frank R. Kent in "Baltimore Sun")

It is a provable fact that conservative propaganda has only a small part of the voluntary support given radical propaganda by columnists, radio broadcasters and commentators generally. However, the fact is that while a majority of the whole writing groups, as well as radio news analysts, actors and kindred folk, lean toward the radical side, the big thing that gives the radicals so wide a market for their stuff is the entrenchment of a radical government in Washington.

This they have had since 1933 and against it conservative propaganda cannot compete. Especially, the Government influence is felt on the radio. "The New Deal", says a student of this situation, "found it easier to control radio than the newspapers because of the club in the hands of the Federal Communications Commission, which probably has more radicals in proportion to desk space than any other governmental unit. The big radio chains found it expedient to ease the way for expression of 'liberal' opinion while making things difficult for exponents of the opposite view. In doing this, many radio people performed acongenial chore. These observations may be equally applied to stage and screen. Political sympathy is always present and those who determine policy feel that they can now get away with left-wing propaganda because the Government supports it."

Who Is Getting The Most Advertising Gravy?
(From "The Dimensions of American Broadcasting" by William C. Ackerman, Director of the Reference Department of the Columbia Broadcasting System in "The Public Opinion Quarterly". The article was recently reprinted in booklet form by CBS)

Broadcasting's estimated gross billings have risen from $4,820,000 for 1927 to a total of $391,877,000 for 1944, an all-time record. The figures for national networks are: 1927, $3,833,000; 1944, $190,677,000. The figures for other stations and networks are: 1927, $987,000; 1944, $201,200,000.

In 1928 radio had only 0.8% of the total national advertising expenditure; by 1943, radio's share had climbed to 15.3. The 100 leading national advertisers of the country invest more heavily in network radio than they do in magazines or in newspapers. This fact is not set down for its competitive implications, but as an essential part of the record of radio advertising's growth. For the year 1943, for example, the 100 leading national advertisers spent $126,097,616 on network radio, exclusive of talent costs; $103,163,285 was invested in magazines.

Theatres May Try To Show Louis-Conn Fight Television
("Variety")

Possibility that fight fans who can't crowd their way into the Yankee Stadium, N.Y., June 19, for the Billy Conn-Joe Louis bout, might be able to see the fight via television in a Broadway theatre, was seen in the statement of several Paramount exexs this week that the company might have its full screen-sized video ready to go before its presently-scheduled August date.

Under the Paramount system, images appearing on the kinescope, television receiving tube, are photographed on film stock, developed immediately and then projected onto the screen via the usual motion picture projection methods.* * *

If Par succeeds in getting the kinks wrinkled out of the system in time for the heavyweight fight, it's possible that it might be transmitted to the Paramount theatre in New York on a closed circuit via coaxial cable, and that it would also be televised for home receivers by one of the video broadcasters, such as NBC, CBS or DuMont.

Country Is Fed Up With Petrillo
("Detroit News")

A member of a House committee which is sponsoring a bill to cut Jimmy Petrillo, boss of the organized musicians, down to size, predicts passage of the measure by Congress because, he says, "The country is fed up with Petrillo." This is true, and being so, we believe the end of Little Caesar and his effective defiance of the President of the United States, the courts and other governmental agencies, is in sight. Names have never hurt Jimmy; if public indignations were the weapon it is popularly supposed, the case of Petrillo would have been closed long since. But public weariness is something else. It is a dreadful thing. "God got tired of him", said Victor Hugo, in as good an explanation as any of the downfall of another Napoleon.

Radio Cited As to Telephone Recorder Possibilities
("New York Times")

The telephone bell rings and there is no answer. Yet the message to be conveyed may be important. Why hasn't the telephone recorded, something that works on the principle of the Poulsen electromagnetic telephone, been in use these many years? Conversations about important war contracts were recorded by the Government and at least two newspapers have equipped telephones with recording attachment. The Poulsen telegraphone has also been used abroad. The Federal Communications Commission is conducting an inquiry into this matter.* * * Such an instrument will be installed at a considerable expense, according to Keith McHugh, Vice-President of the Bell System,"if there is a sufficient demand for it."

Not until a public facility is introduced is there any way of finding out what its potentialities are. No one suspected at the beginning of the century that radio would some day make it possible

to pick bananas at the right time for an incoming fruit ship or that it would be used by trawlers at sea to find out what fish were scarce in the market and what prices were offered. Alexander Graham Bell never dreamed that in our day we would call up some friend 3,000 miles away for no other purpose than to wish him a happy birthday. Probably if the public really objects to the telephone recorder an experimental installation would establish the fact. And until we make such a test one man's guess is as good as another's.

X X X X X X X X

TRADE NOTES

The amount of space devoted to theU. S. Court of Claims' opinion in the case of Dr. Goodwin Watson and William E. Dodd, Jr. formerly of the Federal Communications Commission, and Robert Morss Lovett in the Congressional Record of February 7th, probably cost as much as any of these government employees recovered as back salary when they continued working for a short time after Congress cut off their appropriations. The opinion covered nine pages in the Record, agate type. The Court of Claims awarded Dr. Watson $101.78; Mr. Dodd, $59,83 and Mr. Lovett $1,996.40.

Appointment of Edwin Norman Clark, former Deputy Assistant Chief of Staff for Supply, Supreme Headquarters, Allied Expeditionary Force, as Managing Director of the RCA International Division, was announced today (Wed., Feb. 13) by Brigadier General David Sarnoff, President of the Radio Corporation of America.

Stating that "the disposal of surplus property is such a disgraceful failure that many people are alarmed about it", Carl T. Curtis (R), of Nebraska, said that colleges had not been able to get any and read a letter from the head of the Physics Department of a midwestern university, a part of which was as follows:

"There are no pieces of electrical surplus equipment of any kind listed - such things as radio sets, radio components or repair parts, circuit-building materials, electric meters, radio tubes, - all of which are essential in teaching electronics."

There has been considerable speculation as to whether or not other newspaper-owned stations may follow the example of the New York Times of doing away with commentators at its station WQXR in New York City. The Times will cover the news each hour on the hour as heretofore but will handle controversial issues through forum discussions in which conflicting points of view will be given an equal opportunity to be heard.

An Army-Navy report has revealed that out of 9,000 balloons which cost $18,000,000, Japan started in the direction of the United States, only about 200 ever landed here. Six persons were killed in Oregon and several grass fires were started. There were

suggestions that the Japs did use some for "ranging" - study of wind currents by means of balloon-borne radio transmitters. Information indicates the Japanese released their last balloons on April 20, 1945, although radio signals from balloon-borne transmitters were heard as late as August 11th.

Making Chicago his first official guest-visit, Edgar Kobak, President of the Mutual Broadcasting System, left New York this week on an extensive trip across the nation, stopping at key affiliates along the way for conferences.

Kobak arrives in Hollywood February 12, moves to KFRC in San Francisco February 18 and returns to New York Monday, February 25. The following day, February 26, Mr. Kobak will again leave for WHK, Cleveland, Ohio, WHKK, Akron, and KWK, St. Louis.

Morris A. Kay, safety engineer and part-time inventor, revealed, according to a United Press dispatch from Alhambra, Calif., that he has applied for a patent on a gadget to turn off radio commercials. The device, of which he has made models for himself and friends, can be carried to any room of the house for use. The operator turns the radio off at the start of the commercial and the gadget automatically turns it back on at the end, he said.

WOL, Cowles' station in Washington, Radio News Bureau, took advantage of wire recorder to cover arrival of trainload of GI English brides in Washington recently, sending Dale Morgan and Lou Brott to Wilmington, Delaware, to board train carrying brides.

Interviews were set up in advance and when train made 15 minute stop in Washington railroad yards, interviews were wire recorded with electricity for recorder pick up provided from switching shanty in yards.

The reopening of direct, high-speed radiotelegraph communications between New York and Vienna, Austria, by the Mackay Radio and Telegraph Company, operating subsidiary of the American Cable & Radio Corporation, has been announced. The operation of this circuit has been interrupted since the entry of the United States into the war in 1941.

Broadcast Measurement Bureau announces the addition of five more stations, bringing the total membership to 630 stations and all four major networks. Fourteen stations have subscribed in the first nine days of February.

The Renewal Sales Department of the RCA Tube Division has been expanded by the appointment of fourteen field sales representatives, David J. Finn, Manager of the Department, has announced.

Know what an "inky" is? Or a "scoop"? Or, for that matter, what "woof" means? Definitions of these, and some 250 other commonly used television terms, are included in the 64-page cartoon-illustrated "Television Talk", just published by the National Broadcasting Company. Designed for ready-reference, this handy pocket-size glossrary has been compiled from the working-day language of television engineers and production units.

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

LEGAL DEPARTMENT
RECEIVED
FEB 25 1946
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

INDEX TO ISSUE OF FEBRUARY 20, 1946

Radio, Electronic Surplus Three Billion; Much Unsaleable.....1

Paul Porter Says Au Revoir To FCC But Maybe Not Good-Bye.....4

Judge Miller Suggests Stations Use Term "Public Interest".....6

House To Consider Bill To Curb Petrillo Feb. 22.....7
Wanted - FM Set In First Class Condition - For Maj. Armstrong.....7

McGrady, RCA V-P, Praised In N.Y. Tugboat Strike.....8
300-Ft. TV Tower Approved For Bamberger In Capital.....8

Gifford, A.T. & T., and Behn, I.T.& T., Awarded Merit Medals.....9
North American Philips Co. Expands Laboratories Staff.....9

Cubans Have NARBA Stymied In Third Week Of Conference.....10
FCC STates FM Allocation Plan Working Out Satisfactorily.....10

George E. Allen Is Confirmed; Senator Taft Leads Opposition.....11

RCA TV Developments; Chicago Plant For Auto Radios.....12
Weiss Of Don Lee Advertising Federation Director.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1718

February 20, 1946

RADIO, ELECTRONIC SURPLUS THREE BILLION; MUCH UNSALEABLE

(ADVANCE RELEASE: Not to be used by Press or Radio before delivered to Congress; Expected at 2 P.M. Wednesday, Feb. 20

Total declarations of surplus Government radio, electronic and communication equipment and of electrical machinery and equipment are expected to exceed a value of three billion dollars in original cost, but much of this property will not be saleable and will be suitable only for salvage or scrap, the Surplus Property Administration informed Congress in an interim report today.

The interim report was submitted in conformity with Section 19 of the Surplus Property Act which requires SPA to report to Congress on specified classes of surplus property and to recommend programs for its disposal. The report was dated Jan. 31, the day before SPA was consolidated with War Assets Corporation, and meanwhile has been in the process of being printed for presentation to Congress.

"Much of the surplus radio and electrical equipment will consist of items of special character not readily adaptable to peacetime use, and will be suitable only for salvage or scrap", the report said. "Some equipment and parts will be saleable after modification and a certain proportion will be directly saleable.

"Radio and electronic equipment is expected to provide a relatively small proportion of commercially saleable material, since it includes not only many special types of radio transmitters, receivers, tubes, and parts, but also radar and other related devices for which no large peacetime use has yet been developed.

"Electrical machinery and equipment comprises a larger proportion of items of standard design and general industrial applicability, such as motors, generators and transformers, for which a definite market can be found.

"The long-deferred demand for civilian type radio and electrical products, a high postwar level of general industrial activity, and the development of new applications for electronic and electrical equipment will play a part in providing a market for saleable surplus radio and electrical equipment. The marketability of surplus equipment differs widely as between detailed categories.

The Government bought approximately 19 billion dollars' worth of radio and electrical equipment for war purposes, the report said. Of this, about 10.7 billion was for radio, electronic and communication equipment, and 8.3 billion for electrical machinery and equipment. Much of the latter represents installations in

Government-owned industrial plants, and may not appear separately as surplus.

Wartime expansion of plants in the radio and electrical equipment fields cost about $900,000,000, of which approximately $565,000,000 represented investment of Government funds. Thirteen of these plants cost the Government more than $5,000,000 each, representing a total expenditure of about $87,000,000. Five of these plants have been declared surplus, and one has already been sold to its wartime operator.

"The interim character of the report", SPA explained, "is dictated by the fact that, while certain disposal procedures are in effect, a wholly adequate plan of disposal has not yet been fully completed. It therefore appears advisable to inform the Congress of the present status of disposal procedures and measures under consideration for improving and supplementing them, leaving to a later date the description of a complete program."

Discussing disposal methods, the report said, "In the case of radio and electronic equipment, a system of central evaluation panels is used to aid in the preliminary determination of salability, whereas for electrical machinery and equipment, there are salvage and inspection committees located in the regional offices of the disposal agency. The improvement of these systems is now underway.

"Direct sales methods are used for the disposal of radio and electrical equipment, particularly where priority claimants are involved. The additional methods of disposal used for radio, electronics and communication equipment differ substantially from those used for electrical machinery and equipment.

"The basic method of disposal in the case of radio and electronic equipment involves agreements entered into by the disposal agency with the original manufacturer of the equipment, or with a manufacturer who is willing to handle other products besides his own. This channel is used because of the multiplicity of parts, their highly technical nature, coupled with requirements for inspection, testing, and reworking, for which the manufacturers have specialized facilities and personnel.

"The manufacturer-agents are reimbursed for all reasonable expenses and receive a commission except on sales to priority claimants. Among the drawbacks to this method have been the comparatively limited industry participation, and the high cost to the Government of inspection and handling of equipment. This suggests the employment by the disposal agency of increased direct selling or of additional sales methods such as the utilization or commercial and sales organizations under merchandising agency contracts.

"In the disposal of electrical machinery and equipment, the predominant method at the present time is that of direct sale to priority claimants and to the general public. For bulk items, the method of sale through dealers is also widely employed, either by

negotiation, upon a bid basis, or upon a fixed price basis. In the latter case, where items are in long supply a discount may be offered to the dealers. It is probable that prompt and wide distribution may be facilitated by additional methods, such as sale through agents or approved brokers upon a commission basis.

"The disposal of radio and electrical equipment presents handling and merchandising problems of great complexity, and existing procedures are not wholly adequate. A later report will present a disposal program embodying contemplated improvements."

The status of some of the government-owned radio equipment plants costing the government more than $5,000,000 each is shown by the following table:

Wartime Operator and Location	Owning Agency	Chief Products	Land and Buildings	Machinery and other	Total
Sylvania Electric Products, Inc., Ipswich, Mass.	Navy	Radio			$5,167,000 (est.)
General Cable Corp. St. Louis, Mo.	DPC	Signal Corps Field Wire	$1,780,678	$3,411,721	5,192,400
Western Electric Co., New York	Air Corps	Radio			7,032,000 (est.)
General Electric Co., Schenectady, N.Y.		Radio & Radar			7,398,000 (est.)
Radio Corp. of America Lancaster, Pa.	Navy	Power & Special Tubes	2,978,000	4,514,000	7,492,000 (est.)
Western Electric Co. Eau Claire, Wis.	DPC	Radio	6,171,715	612,667	6,784,382*

* Some equipment not included in this figure.

X X X X X X X X X X

Told for the first time is the story of an American Radio Station "1212" known also as "operation Annie" that comforted the Germans and hoaxed them. A detailed account of this remarkable undertaking was told in the magazine section of the New York Times last Sunday, February 17.

X X X X X X X X X X

PAUL PORTER SAYS AU REVOIR TO FCC BUT MAYBE NOT GOOD-BYE

Paul Porter will give up the chairmanship of the Federal Communications Commission to take over his new job as Administrator of the Office of Price Administration if his nomination is confirmed by the Senate but with the reported squabble of Chester Bowles and John Snyder over who shall rule the roost, no one is willing to bet that Porter, who stands with Bowles, may not come walking back to the FCC.

Although Mr. Porter says that he will resign from the FCC as soon as confirmed, it is understood there will always be a nice soft place for him to light there if he and Bowles are not able to hit it off with Snyder, or if for any other reason the new OPA-Price Stabilization setup doesn't click. It was charged by certain well-informed persons that the reaffirmation of the powers of Mr. Snyder by President Truman came as a complete surprise to Messrs. Bowles and Porter and that they never would have signed up for the new team if they had known this was to be the President's attitude. In fact, things were reported to have become so stormy last Thursday that it was said Bowles and Porter were all washed up and ready to quit even before they began. Mr. Porter isn't saying a word about this, however, and is letting Mr. Bowles do all the talking.

According to another version what has happened is that a new principle or formula has been evolved, with Chester Bowles as the policy-maker but with Paul Porter as the actual administrator of the formula. "Mr. Porter doubtless will prove less rigid than Mr. Bowles", says this observer, "and that's what the White House wants; but Mr. Bowles will be watching to see whether his principles are being safeguarded."

As things stand now, Mr. Porter's job only lasts until June and his first task is to go to the Hill and try to talk Congress into continuing OPA for another year. That he will encounter some opposition may be judged by a preliminary brickbat tossed at him by Rep. John Taber (R), of New York, who declared:

"I have been astounded by the suggestion that Paul Porter be made the head of that organization. It has been broadcast in the newspapers. He was head of the rent outfit when the thing first started, and he made a mess of that. That was covered thoroughly in the report of the Smith Committee to this House after they had investigated it thoroughly. I would hate to see somebody placed in that office where the control would be purely and totally political."

There was amore friendly response from Rep. John J. Sparkman (D), of Alabama, who referred to Mr. Porter who helped write the law that created the OPA, as one "who has so ably discharged the duties of the several different positions in which he has been placed in recent years."

Just what the exact status of Mr. Porter's future connection with the FCC will be, if any, apparently is not known. He

was reported as saying that conceivably he might return to the Commission after the OPA assignment was finished but that he had no plans for doing so. And, as before mentioned, there were reports that Mr. Porter might go higher and even land a Cabinet appointment if he is successful with the OPA, but as it is, he is now pretty much in the position of an acrobat flying through the air from one trapeze to another. If he misses, he will have a net under him in the shape of his old job at the FCC.

A political break for Porter might be the illness of Postmaster General Bob Hannegan which, if reports are true, may put him out of commission for sometime. One rumor has it that Mr. Hannegan has had 10 teeth extracted and may have to spend considerable time in Florida recuperating. Hannegan as is well known, had much to do with nominating President Truman for Vice-President. Paul Porter was Hannegan's right-hand man in the campaign in charge of publicity and is known to be very close to Mr. Truman, and with Hannegan away may be asked to assume some of the latter's political burdens and thus become even closer to the President, or perhaps succeed Mr. Hannegan as Chairman of the Democratic National Committee if thelatter's illness prevents him from carrying on.

As predicted in this service sometime ago (December 19), if Mr. Porter left the Commission, his successor would be the promising youngster, Charles R. Denny, Jr., age 33. Mr. Denny was in Savannah holding broadcasting station hearings when the word was flashed to him that the President had appointed Paul Porter Administrator of OPA and had named Mr. Denny as Acting Chairman of the FCC. Mr. Denny, however, didn't seem to get unduly excited about it. In fact, didn't even cut short the hearings and hit it back for Washington as some people might have done.

At the most, he seemed to regard the appointment as temporare (though there was some talk that it might be putting the young man on trial to see if he was heavy enough to hold down the job). He appeared to regard it as a foregone conclusion that Mr. Porter would be back. In fact, it seemed to be the opinion of many that Chairman Paul Porter's picture would continue to hang over the mantlepiece at the FCC for sometime to come and that he would continue to have quite a little to say about the goings on there.

President Truman formally nominated Mr. Porter to be Administrator of OPA Monday. The nomination is expected to be acted upon within the next few days by the Senate. It was still the understanding at this writing that Mr. Truman would not fill the vacancy caused by the absence of Mr. Porter. This would reduce the Commission to six members.

X X X X X X X X X X

Praise for Petrillo apparently isn't heard often but former Mayor Fiorello H. LaGuardia, who lately has been lauding radio with particular enthusiasm, went to the bat for the Union leader for "his protection of musicians". The occasion was the fiftieth birthday of Joseph Rosenberg, President of New York Local 802 of the American Federation of Musicians.

X X X X X X X X

JUDGE MILLER SUGGESTS STATIONS USE TERM "PUBLIC INTEREST"

The sharp legal eye of Justin Miller, President of the National Association of Broadcasters, and formerly Associate Justice of the Court of Appeals for the District of Columbia, has caught the fact that broadcasting stations have been designating certain broadcasts as "public service programs" when, in his opinion, they would be more correctly referred to as "in the public interest". Calling this to the attention of the broadcasters, Edward M. Kirby, NAB Counsellor in Public Relations, has sent a letter to member stations which reads as follows:

1. Fresh from the Federal bench, and fresh from a swing around the circuit, our new president has just returned from a series of meetings with broadcasters on the west coast, and middle-west and the southwest.

2. Judge Miller has been concerned over the industry-wide use of the term "public service programs".

3. He points out the danger of such a misleading phrase:

   a. The term "public service" is associated with regulations of common carriers: railroads, telephone, telegraph, light and power companies.

   b. Radio is not a common carrier, even though the same Federal agency; the F.C.C. regulates common carrier communication companies.

   c. Continued use of this term which has prevailed for more than twenty years in broadcasting has the psychological effect of identifying the regulation of American radio with that of common carrier regulation. Such identification creeps into thinking and legislation unwittingly.

   d. American radio stations are licensed to serve the "public interest", an all important distinction.

   e. This means, as a licensee, you have the right and the responsibility to accept or reject persons or programs offered for broadcast. The telephone or telegraph company, and the railroads, on the other hand, being common carriers, must accept all business that the traffic will physically bear, at published tariff rates. Not so the radio station.

   f. Your station is licensed to serve the "public interest" not to perform the public service functions of common carriers.

In view of this, Mr. Miller advises stations:

"If you have a department known as the "Public Service Department" obviously it should be immediately re-titled, viz: "Department in the Public Interest".

"In your trade paper advertising and in all promotion it is suggested you instruct your copy writers public relations and publicity people to adopt the phrase "programs in the public interest" rather than "public service programs".

X X X X X X X X X X X

HOUSE TO CONSIDER BILL TO CURB PETRILLO FEB. 22

Following the usual Washington Birthday eulogies, the House is scheduled Friday, February 22nd, to take up the bill designed to curb the practice of James C. Petrillo's American Federation of Musicians of charging broadcasting stations and other concerns for time when members of his union do not work.

The bill was offered by Representative Clarence F. Lea (D), of California, Chairman of the House Interstate Commerce Committee, which approved it by a vote of 14 to 5. Representative Vito Marcantonio (ALP), New York, was one of those who voted against reporting out the measure.

Representative Clarence J. Brown (R), of Ohio, said that Mr. Petrillo in declining to testify at the hearings had virtually told the Lea Committee to "go ahead and do whatever you want to do".

The bill would impose a $1,000 fine or a year's imprisonment, or both, on anyone who "by express or implied threat of the use of force, violence, intimidation or duress" tried to make broadcasting companies hire musicians if they did not want them. Another purpose of the measure is to outlaw efforts to bar the broadcasts of educational or foreign broadcasts.

X X X X X X X X X

WANTED - FM SET IN FIRST CLASS CONDITION - FOR MAJ. ARMSTRONG

A radio editor said to Maj. E. H. Armstrong, inventor of FM:

"With all this excitement over FM, I have never heard it. When I am in New York, I'd like to have you give me a demonstration.

"Do you know", Major Armstrong replied apologetically, "I have two sets and they are both broken."

X X X X X X X X X X

McGRADY, RCA V-P, PRAISED IN N.Y. TUGBOAT STRIKE

Secretary of Labor Lewis Schwellenbach praised the efforts of Mayor O'Dwyer of New York and Edward F. McGrady, his special representative, in restoring tugboat traffic to New York Harbor.

Mr. McGrady, former Assistant Secretary of Labor, and Vice-President of the Radio Corporation of America in Charge of Labor Relations, was named by the Secretary to aid in bringing about a settlement.

"Mayor O'Dwyer and Mr. McGrady were untiring in their efforts", the Secretary said.

"The submission of the dispute to arbitration and the resumption of tugboat operation permit peaceful adjudication of the questions involved."

Subsequently the differences that led up to the strike were submitted to arbitration by a three man committee under the chairmanship of Mr. McGrady. In expressing his appreciation, Mayor O'Dwyer said:

"My thanks also to Gen. David Sarnoff, Mr. Bernard Gimbel, Mr. Basil Harris, Mr. Hugh S. Robertson, Mr. Edward Anker, Commissioner of Commerce George Saunders, and particularly to Mr. Edward F. McGrady and Judge Edward C. Maguire, who have done so much to help me bring those parties together."

X X X X X X X X

300-FT. TV TOWER APPROVED FOR BAMBERGER IN CAPITAL

The Commissioners governing the city last week approved the application of the Bamberger Broadcasting Service of New York for a 300 foot television transmitting tower at 40th and Brandywine Streets, N.W., in Washington, D. C., just north of the Washington Cathedral.

The Bamberger firm, along with five other applicants, is awaiting decision of the Federal Communications Commission, alloting four television frequencies to Washington.

FCC rules provide that television towers serving a Metropolitan Area should be a minimum of 500 feet above the average altitude of the area served. Altitude of the proposed Bamberger site is slightly more than 400 feet, as compared with a 200-foot average for Washington as a whole. The 300-foot tower will thus enable the corporation to meet the FCC minimum.

X X X X X X X X X

GIFFORD, A.T.& T., AND BEHN, I.T.& T., AWARDED MERIT MEDALS

The outstanding work of the communications companies in the war was further recognized last week when Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army, acting on behalf of President Truman, presented the Medal for Merit, the highest civilian award, to Walter S. Gifford, President of the American Telephone & Telegraph Company, and Col. Sosthenes Behn, President of the International Telephone & Telegraph Corporation.

According to the citation accompanying his award, Mr. Gifford during the war made every effort to assure that facilities of his organization were utilized to the maximum extent possible in the successful prosecution of the war.

"Not only did Mr. Gifford place the technical facilities of his company at the disposal of the Army", the citation says, "but he directed it in playing a major role in furnishing highly trained technical specialists to the Army through the Affiliated Plan."

Colonel Behn's citation stated that the decoration was given for "exceptionally meritorious conduct in the performance of outstanding service to the United Nations". "From December 7, 1941 to August 14, 1945", the citation continued, "as president of the International Telephone and Telegraph Corporation, Mr. Behn fostered extensive research and development which produced radio and telephone equipment used to great advantage by the Army. At his direction, International Telephone and Telegraph Corporation made available to the Army extensive land line facilities, which were of utmost importance to the war effort during a period when Army facilities were taxed to the utmost." Referring to Colonel Behn's visit to Europe in 1945, the citation adds that "he personally visited France and Belgium and effected a reorganization in those countries of communications laboratories which enabled the latter to reproduce mobile radio equipment which aided materially in establishing vital communications stations for use in operational zones."

X X X X X X X X X

NORTH AMERICAN PHILIPS CO. EXPANDS LABORATORIES STAFF

The North American Philips Co. Laboratories recently organized to act as research center for all Philips interests in the United States, has enlarged its staff to include Dr. James G. Black, who is to be Chief of the Division of Miscellaneous Projects and Analytical Laboratories, Carol M. Veronda to be Assistant Engineer of the Microwave Section, George A. Espersen, Associate Physicist, Microwave Section. In addition Dr. Victor Wouk, formerly with Westinghouse, recently joined the engineering staff at Dobbs Ferry, NY.

Dr. Black recently completed work on a secret project for the National Defense Research Committee. Mr. Veronda was with the Naval Research Laboratories where he was occupied with radar work. Mr. Espersen has been transferred from the Dobbs Ferry plant where he was tube engineer.

X X X X X X X X X X

CUBANS HAVE NARBA STYMIED IN THIRD WEEK OF CONFERENCE

The North American Regional Broadcast Agreement conference in its third week in Washington has now reached a critical point due to the demands of the Cubans.

"The Cuban delegates are asking for concessions in the way of additional channels which are believed to be unreasonable by the United States from an engineering standpoint."

X X X X X X X X

FCC STATES FM ALLOCATION PLAN WORKING OUT SATISFACTORILY

After three months of experience in making assignments of FM channels, it appears that the tentative allocation plan being followed provides the necessary degree of flexibility and is working out satisfactorily, the FCC announced last Monday.

In issuing the plan on December 19, 1945, the Commission pointed out that the plan was being published as a guide. "The Commission wishes to emphasize that this allocation pattern is tentative only, that the channels listed for particular cities (and their areas) will not be followed in a hard and fast manner and that departures will be made from the plan wherever it is found desirable or necessary to do so", the allocation announcement stated.

As examples of the manner in which this arrangement is enabling the Commission to assign channels according to the special needs of various areas, the Commission cited the following instances:

One of the 12 metropolitan channels tentatively allocated to Washington, D. C. area has been assigned to an applicant in Winchester, Va., leaving 11 channels in Washington for 14 applicants. A hearing is scheduled for these applications on March 11th.

One of the 19 metropolitan channels tentatively allocated to the Philadelphia area has been assigned to an applicant in Atlantic City, N.J.; seven applications are pending in this Philadelphia area.

One of the five metropolitan channels tentatively allocated to the York, Pennsylvania area has been assigned to an applicant in Hagerstown, Md. Two applications have been granted in York and one is pending.

Similar readjustments will be made from time to time as circumstances may require.

As of Monday, conditional grants have been assigned to 328 applicants, in addition to the 53 grants in the new band to pre-war licensees; 120 applications have been set for hearing, leaving 284 applications still to be acted on.

X X X X X X X X X

GEORGE E. ALLEN IS CONFIRMED; SENATOR TAFT LEADS OPPOSITION

George E. Allen, friend of President Truman, and a Director in a large number of commercial concerns was confirmed last Monday to be a member of the Board of the Reconstruction Finance Corporation despite a spirited fight by the Republicans led by Senator Taft of Ohio.

Senator Taft began by saying that it was generally understood that Mr. Allen, if appointed to the Board, would be elected Chairman.

"Mr. Allen testified at the hearings before the Committee that when the President suggested to him that he wished to nominate him, he gave him a 'thin hint' that he would become Chairman", Senator Taft declared.

"Mr. Allen appeared before the Federal Communications Commission in 1945, when the Aviation Corp. bought the stock of The Crosley Corp., including Station WLW, and had difficulty in getting WLW transferred from the Crosley Corp. to the Aviation Corp. He appeared with the other Directors of the company. At that time he was a close friend of the President, and in the White House every day. The Federal Communications Commission decided in favor of the transfer by a vote of 4 to 3, the opposition being on the ground that a company of that character should not own a radio station. * * *

"I do not believe that so long as Mr. Allen actually retains salaries totaling approximately $15,000 a year from these large companies, his nomination for this position should be confirmed. The Crosley radio station WLW has a constant contact with the FCC. All these companies in which Mr. Allen is interested have a vital interest in various departments of government. It seems to me that if he proposed to retain salaries from companies that pay him for the only possible reason which I can see, namely, his position in Washington, his knowledge of what goes on in Washington, and what information he can supply them, it is a further argument against his confirmation. As an example, Mr. Allen's own evidence shows that the President has consulted him about appointments. It would make a tremendous difference to some of these companies as to who is appointed on various boards. It is of vital importance to radio station WLW to know who may be appointed on the Federal Communications Commission."

Defending Mr. Allen, Senator Lucas (D), of Illinois, blamed commentators for attacking Allen, saying:

"I listen to commentators on the air night after night. If one could believe some of the commentators, they have a panacea for all the evils which exist in this country and in the world. Give them the opportunity to solve the problem and they can do it. I become so sick of them that at times I am nauseated and compelled to turn the radio off. I am amazed and alarmed when I listen to the distortion of actual facts which I have heard before committees.

The type of commentator, columnist, or newspaperman who deliberately distorts the truth is doing a greater disservice to his country at the present time than any other individual of whom I can think."

Senator Lucas said the main question was not how many directorships Mr. Allen held, but "is he honest and does anyone challenge his integrity and honesty?"

The Senate confirmed Mr. Allen by a vote of 43 to 27 with 26 not voting.

X X X X X X X X X

RCA TV DEVELOPMENTS; CHICAGO PLANT FOR AUTO RADIOS

Improved antennas and anew roof-to-living room transmission line which together provide brighter, clearer pictures on home television receivers than any similar equipment previously available have been developed by RCA Victor engineers, Joseph B. Elliott, Vice-President in charge of RCA Victor's Home Instrument activities, said in New York, and that RCA Victor plans to produce a de luxe Radio-Television-Victrola combination providing three separate and distinct sources of entertainment in a single cabinet. A low-cost table model sight-and-sound receiver retailing for about $200 will be available first.

The first demonstration of television as a vehicle for presenting a sales and merchandising program to company officials was held last week when the RCA Tube Department used NBC's television facilities to present to top management executives of the RCA Victor Division its plans for production, merchandising, advertising, and sales through 1946.

RCA Victor has leased a plant in Chicago which will be devoted solely to the fabrication and assembly of radios for the automobile industry.

The building, a one-story structure previously occupied by the Diamond Truck Company at 51st and Menard Street, will provide approximately 160,000 square feet of manufacturing space.

X X X X X X X X X X

WEISS OF DON LEE ADVERTISING FEDERATION DIRECTOR

Lewis Allen Weiss, Executive Vice-President and General Manager of the Don Lee network, has been named as a member of the Board of Directors of the Advertising Federation of America.

X X X X X X X X X

SCISSORS AND PASTE

LaGuardia Lashing Press Says Radio Doing The News Job
(Helen M. Staunton in "Editor and Publisher")

"I will attack newspapers whenever the occasion arises", declared Fiorello H. LaGuardia, settling back in his office easy chair.

"As I see it the great hope of accurate information is in the air", continued New York City's ex-mayor who started the city's radio station so he could speak directly to the people.

"I think", he prophesied, "that weekly news summaries, magazines, pamphlets facsimile, television and voice will take the place of your dailies. I think television is going to play havoc with your advertising."

LaGuardia ran into the first snag in his press attack this week. His column sponsored by and printed in the advertisements of the Sachs Furniture Co. titled "Under the Hat", attacking a New York Daily News editorial was refused by the News and Herald Tribune, printed only by the New York Times.

Newspapers have lost the leadership in presenting news, LaGuardia believes.

Radio not only will do the news job, in his opinion, "I think that they are doing it now."

"People have been listening for several hundred thousand years longer than they have been reading", he commented. "They've been seeing for several hundred thousand years before they were reading. So when they have the combination of listening and seeing, then my troubles will be over."

Would Heave Out The Hooper And Crossley Ratings
(Jack Gould in the "New York Times")

"It would seem a propitious moment to suggest that all ratings are perhaps the biggest cross that radio has to bear and now would be a fine time to heave them out in so far as they are employed to evaluate a show's worth.

"The rating is the focal point around which virtually all radio thinking revolves and its importance has been exaggerated to such an extreme that broadcasting has come to operate on a meretricious set of values. Whether a program has any intrinsic merit of its own is no longer the prime question. The first requirement is that it boast a pretty set of digits each side of a pale decimal point.

"Mechanically, both the Hooper and Crossley methods are not too dissimilar and any comparison is certainly outside a layman's ken. In each case a percentage figure is derived from checking with listeners, and finding out how many of the whole are listening to a given program. * * * All that the public is allowed to know usually is "the top ten" or "top twenty" programs.

When a sponsor or an advertising agency is spending sizable sums for promotion of a product, it certainly is reasonable that, so far as is possible in radio, he should want to know how many people are receiving his message. That is only sound business and, in helping give the answers, the ratings serve a purpose. But over the years the ratings also have come to fulfill the sinister function of being the final and absolute critical standard for radio programming, and it is at this point that they may be considered detrimental to the medium.

A Clipping Bureau of the Air
(A. D. Ratnbone, IV, in "Liberty Magazine")

Some people talk for a living, some sing, others write, but employees of Radio Reports, Inc., of New York, make their living by listening. They hear what radio has to say solely for the benefit of others - others being business executives, congressmen, labor leaders, and anyone else willing to pay for an ear glued to a loudspeaker. They supply word-for-word transcripts of any and all broadcasts dealing with subjects in which the customer is interested.* * *

Clients of Radio Reports include: Air Transport Association of America, American Iron & Steel Institute, American Bankers Association, American Telephone & Telegraph, Bethlehem Steel Company, Edward G. Budd Manufacturing Co., Chamber of Commerce of the United States, Chinese News Service, Congress of Industrial Relations, CIO Political Action Committee, E. I. duPont de Nemours & Co., Diamond Match Company, General Motors Corporation, French Press and Information Service, General Electric Company, General Foods Corporation, International Business Machines Corp., Greek National Herald, J. P. Morgan & Company, Henry J. Kaiser & Company, Secretary of State (U.S.) National Association of Manufacturers, Remington Rand, Inc., U. S. Rubber Company, and U. S. Steel Corporation.

Winston Churchill May Co-Star With Truman In Television
(Television Broadcasters' Assn. News Letter)

When Winston Churchill makes his only official American appearance along with President Truman at Westminster College in Fulton, Mo., on March 5th, the event may be scanned by television cameras and viewed by throngs unable to attend the affair in person. Portable equipment of WBKB is expected to be taken to Fulton to pick-up the action and relay it for local monitoring.

X X X X X X X X X

TRADE NOTES

Brazil imported 9 metric tons of household radios, valued at 992,000 cruzeiros, during the first 8 months of 1945, together with 111 metric tons of radio accessories, valued at 10,088,000 cruzeiros, and 22 metric tons of radio tubes, valued at 6,835,000 cruzeiros, according to the U. S. Bureau of Foreign and Domestic Commerce.

Of these totals, the United States furnished almost all of the radios, with a valuation of 941,000 cruzeiros, 108 tons of the radio accessories, valued at 9,987,000 cruzeiros, and 20 tons of the tubes, valued at 6,359,000 cruzeiros.

Jack Rennie, for five years Radio Director of the British Information Services, has been appointed Chief of the Press and Radio Division in succession to Rene MacColl, well-known British newspaperman who is now returning to journalism. Before entering Government services Jack Rennie was for five years with the advertising firm, Kenyon & Eckhardt of New York.

Courtesy passes to NBC studio sections in Radio City for 1946 have just been issued by Niles Trammell, President.

Irving C. Brown has been appointed Sales Manager of Industrial Electronics Division, Raytheon Manufacturing Co., Waltham, Mass. Before joining Raytheon, Mr. Brown was Sales Manager of Thomson-Gibb Electric Welding Co., Lynn, Mass., manufacturers of resistance welding equipment.

Appraising Arthur Godfrey in his added new role of actor in "Two for the Show" with Ray Bolger, which opened in Boston last week, Variety says:

"Still to be worked out is curious situation involving Arthur Godfrey, sock radio personality making stage debut as m.c. Nice appearance, easy, assured presence, and good voice, but he slows down the pace largely through want of strong material. He really hits it singing "A Lovely Lazy Kind of Day", the show's one hit-parade contender, which develops into best all-around production of the show. Once he overcomes slow-going, radio adlibbing, he should click."

Regarding the show generally, the theatrical magazine comments:

"Notwithstanding large quantities of sour notes at opener "Three to Make Ready", by producing and writing combo that clocked "One for the Money" and "Two for the Show", is obviously set for a wham when they get through with the pruning shears."

With the printing of 50,000 more ballots under way, total balloting in the Metropolitan Opera "primaries" to select six of next season's operas broadcast by the American Broadcasting Company is expected to pass the 250,000 mark soon.

Station WGY, Schenectady, competing against nine other stations now or formerly operated by the National Broadcasting Company, has been awarded for the third time the General Electric plaque for 1945 for the most efficient technical operation of a broadcast transmitter.

The Board of Directors of Philco Corporation declared a dividend of twenty cents (20¢) per share of common stock payable March 12, 1946, to stockholders of record February 28, 1946. The previous regular dividend was 20 cents per share and was paid on December 12, 1945.

The Electronics Division of Maguire Industries, Inc., at Bridgeport, Conn., is now in full production with their new Aircraft Range Receiver (Model ARR-1). This is the first of a line of aircraft radio equipment to be manufactured by this division.

First major marine installation of radar equipment as a navigational aid on a "long-distance commercial passenger-carrying service" is under way in Baltimore on the Old Bay Line's Baltimore-Norfolk night boat, City of Richmond, it was revealed Monday by C. J. Burnside, Manager of the Westinghouse Industrial Electronics Division.

The new unit - which incorporates up-to-the-minute refinements of this war-born electronics development - will provide navigational and anti-collision protection in darkness, fog and all other varieties of bad weather for from 100 yards to 32 miles.

Included in the contents of "Radio Age", RCA Quarterly for 1946, are:

RCA Demonstrates Latest Television Developments; Radio in 1945-46, General Sarnoff in Year-End Statement Discusses Role of Electronics in a World at Peace; The Story of Teleran, by Loren F. Jones; Deeper into the Unknown; RCA-NBC Firsts in Television - A Chronology of Accomplishments from 1923 to date; Radar in Aviation by H. M. Hucke; Television is Ready to Go - Address by Dr. C. B. Jolliffe to Radio Executives Club; NBC Sets Up Planning Group, by William S. Hedges; Engineers Visit Russia - RCA Group Inspects Electronic Centers in U.S.S.R.; 250,000 See Store Video - Television is Success in First Test as Merchandising Medium; RCA Expands Communications - 57 Countries Served by Direct Radiotelegraph Circuits; and NBC Television Moves to New Quarters - Offices and Rehearsal Rooms Provided in Radio City.

The Federal Communications Commission on February 20th adopted Order No. 130-C, amending previous orders regarding amateur operation, so as to include the 50 to 54 megacycle band among the bands assigned to the Amateur Service, and to discontinue authorization for operation in the 56 to 60 megacycle band, effective March 1, 1946. The band 56 to 60 megacycles was previously assigned to the Amateur Service for a temporary period ending March 1, 1946, pending removal of the television stations from the 50 to 56 megacycle band. Television stations either have or will have vacated this band by March 1, 1946.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

LKA & Asst Atts

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
RECEIVED
MAR 1 1946
A.M. P.M.
7 8 9 10 11 12 1 2 3 4 5 6

INDEX TO ISSUE OF FEBRUARY 27, 1946

Warns Publishers Not To Let Outsiders "Get Jump" In FM.....1

Congress Eager To Sock Petrillo But Not Labor Generally.....2

Press Also Takes A Gosh Awful Swat At J. Caesar.....5

KSAI.....6

Truman Formally Appoints Denny Acting FCC Head; Porter Sworn In...7

Sarnoff, McGrady Of RCA, Take Over Mayor O'Dwyer's Strikes.....8

New "Suitcase-Type" Lightweight Television Camera.....9

FCC Checks Up On Probable 1946 Radio Receiver Output.....10
Senator Believes TV Will Duplicate Air Mail Success.....10

RCA Net Earnings Soar To $11,317,068.....11

Scissors And Paste.....13

Trade Notes.....15

No. 1719

February 27, 1946

WARNS PUBLISHERS NOT TO LET OUTSIDERS "GET JUMP" IN FM

Doubtless having in mind how many of them "missed the boat" on standard broadcasting, B. J. Rowan, Assistant Manager of Broadcasting, Publicity and Advertising, of the General Electric Company, did his best to awaken the New York State Publishers' Association in Albany to what he believed to be the possibilities of FM radio.

"I am not trying to throw a scare into the publishers", Mr. Rowan declared, "I still believe in newspapers and don't see how I could ever get along withont one each morning and evening. But I can't help thinking that radio can distribute news quicker than the newspaper, and I think you will all agree that this is an age when speed is a magic word. That's why so many are travelling by airplane - to save time. Folks may accept radio to save time."

Mr. Rowan nevertheless remarked laughingly, "I sometimes wonder what we will do with all the time we save." The speaker went on to say:

"FM radio is not national in scope - as we are inclined to think of broadcasting - but something that serves a limited area - just about the same area that the newspaper covers in any community. It gives promise of 'butting-in' with the folks your newspapers have served well for so many years.

"Now, just how well it will do the job, is still a question. I know many feel that broadcasting will never more than supplement the press. That may be true, in fact I felt that way myself before the war when we had only AM broadcasting and national advertisers. But now comes this new broadcasting scheme which is limited to the line of sight from its point of origin - in most cases about 25 or 30 miles. It will be disseminating information and entertainment to the same people who buy newspapers. Local advertisers may become conscious of that fact.

"I think you all know better than I do that the broadcasting companies seem to be definitely in the news-distribution business. There has been little - if any - let-up on news broadcasts since the end of the war. And, it would seem to me that the news business belongs to you publishers. You have been in that business for years. Distribution of news has always been your exclusive franchise - and it should continue to be.

"You will agree with me, I am sure, that nothing any of us can say or do, will check broadcasting. It's here, and will continue to grow. So, if it seems to you that radio is going to 'butt into' your business, then don't let some outside interests get 'the jump' on you.

"Today, securing an AM (standard broadcasting) license is very much like trying to get an AP franchise a year or two ago. It is generally easier to buy an existing station just for its license - like some of you publishers may have purchased a newspaper, just to get the AP franchise. That's expensive, as you know.

"But, FM literally has frequencies to burn. There is room for several thousand FM stations - and you don't have to buy a station to get one. They are to be had for the asking of the Federal Communications Commission - that is, of course, if you can show the Commission that you are eligible to operate a station. Many of you newspapermen have already applied for, and secured, licenses for FM stations - and I believe you will agree it was not a difficult job.

"At least 25 percent of this country is not adequately served by broadcasting today. More AM stations - even though additional licenses might be granted - cannot correct that problem - but, in my opinion, FM can. There are now approximately 50 FM stations in operation, and several hundred more are on order and will be installed just as soon as reconversion makes this possible. I am told that more than 40 percent of the pending applications for FM licenses have been filed by newspapers.

"I have no idea of the number of FM receivers now installed in homes throughout the country. I doubt that anyone knows - but I am willing to predict that there will be a million, or more, new sets in use by the end of this year. FM-receiver production, we hope, will be in full swing in a few months. New transmitters will be in operation - and a new branch of the radio industry, that promises to exceed anything which the present type of broadcasting has afforded, will be blazing the trails to all corners of the country before the turn of the year.

"FM is here. Someone is going to operate the hundreds of FM stations throughout the country. I feel you should have first call on this medium, since it will be serving the same public in the same communities which you newspapermen have been serving so efficiently for many years.

"That's how it looks to a broadcasting and publicity man, representing a company which sees a wonderful future for FM."

X X X X X X X X

CONGRESS EAGER TO SOCK PETRILLO BUT NOT LABOR GENERALLY

Although not a single labor leader or Congressman spoke up for James C. Petrillo when the House by a vote of 222 to 43 gave him the worst rebuke of his life last week, and though a majority of Senators and Representatives would unquestionably like to follow through and get his scalp, their one big precaution - with an election this Fall - will be not to hit organized labor with a brick intended for Petrillo.

Reelection is about all a member of Congress thinks about and however anxious the broadcasters are to take advantage of the

unexpected and stinging blow the House gave Mr. Petrillo, Congressional members are not going to be stampeded into taking any chances on dumping over the apple cart with the Fall election staring them in the face.

The latest word is that the Senate having passed the Vandenberg anti-Petrillo (S. 63) has now asked the House for a conference. In the meantime the language of the House Bill (H.R. 5117) introduced by Representative Lea (D), of California, has been included in the Vandenberg Bill. The conferees who will iron out the differences between the two bills no doubt will be made up of members of the Senate Interstate Commerce and House Interstate and Foreign Commerce Committees and are expected to be appointed this week.

The Lea bill would outlaw the use of force, threats "or other means" to compel radio stations to pay tribute to unions for using phonograph records. It also would prohibit any action to require broadcasters to employ more workers than needed or to halt foreign programs or any type of non-commercial, educational or cultural offering.

Violators would be subject to a year's imprisonment or a $1,000 fine, or both.

The Senate version, sponsored by Senator Vandenberg, (R), of Michigan, specified only that any interference with non-commercial, educational or cultural programs would be unlawful. It did not provide penalties. Senator Vandenberg's bill was aimed chiefly at a long-standing controversy between Mr. Petrillo's union and the girl and boy amateur music school at Interlochen, Mich., which Mr. Petrillo has barred from the air.

Some of the highlights of the heated debate over Petrillo in the House last week were:

Representative Michener (R), of Michigan:

"I do want to answer one question which has been asked a number of times on the floor this afternoon. That is, 'Is organized labor, as such, opposed to this bill?' I cannot answer that, because I have received no single letter, telegram, or word from organized labor in opposition. That is significant. If labor has not appeared in opposition to this bill there is a reason."

Representative Hoffman (R), of Michigan: "The musicians do not even sit by. The broadcasting company just pays Petrillo for that number."

Representative Dondero (D), of Michigan:

"They do not even have to come, I appreciate that, and I was going into that. They need not even appear. But it does force the broadcasting companies to pay tribute to the musicians union. According to the report, that amount has now reached something like $20,000,000 in one year. That is not a small sum."

Representative Marcantonio (ALP), New York:

"This bill is brought here as a smokescreen of indignation against the activities of Petrillo. Just what does it do to organized labor in the broadcasting industry? This is the first time we have before us a bill which calls for imprisonment in the event that workers go out on a strike. This bill for the first time in history specifically attempts to fix the arrangements that are to exist between labor and the broadcasting companies.

Representative Celler (D), of New York: "The Petrillo case is a bad case and is making bad law."

Representative Brown (D), of Ohio: "Not a single member of organized labor I know of has appeared before our committee or has written letters in support of Petrillo in this matter.

"I say that the time has come for us to stand up and decide for ourselves whether the air of America that we control, if you please - the use of which we dispense as a Congress, because we do control the use of it - is to be free for all Americans, for our school children, for the great musicians of this and other nations, for the United States Army Band, for the Marine Band, for the Navy Band, for the music played for charity, or in the name of the Father as a part of religious services, can be broadcast without some tribute being paid to a man named James Caesar Petrillo who sets himself above the law and above the Nation which is giving him shelter."

Representative Halleck (R), of Indiana: I think, in this matter, regardless ofhow we feel about Mr. Petrillo and his actions, we ought to legislate as we think and not as we feel."

Representative Harris (R), of Arkansas: "This bill meets the issue face to face and says to Mr. Petrillo or anyone else who indulges in such acts that, 'You shall not be permitted to continue to do so.'"

Representative Rabin (D), of New York: "I don't come here to praise Caesar; on the other hand, I do not come here to bury the hard won rights of labor, particularly the right of labor to strike."

Representative Hinshaw (R) of California:

"I might call your attention to the fact that this bill does not affect only Mr. Petrillo and the members of musicians' union, it affects every employee of every broadcasting company or maker of transcriptions throughout the United States. If it were only to affect Mr. Petrillo personally and to permit high school students and other students to play not for compensation, but to have the free use of the airways without let or hindrance on the part of Mr. Petrillo or anybody else, I would be in favor of the bill."

Representative L. W. Hall (R), New York:

"Petrillo admits that he was going to get - as I understand it from the statement of our chairman - fifteen or twenty million dollars by his actions; yet in this bill we only provide that for his

actions to get that money he is only to be charged with a misdemeanor and fined not more than $1,000. If you will look at the law books of all the States in the Union, you will find in every case that extortion like that would be classified as a felony, and the person would be subject to a much greater penalty."

Representative Bryson (D), of South Carolina:

"The urgent need for prompt enactment by Congress of the proposed legislation H.R. 5117 has been plainly demonstrated by the ability of this man J. Caesar Petrillo to keep the American people subjected to a system of extortion which he operates in deliberate violation of every principle and guaranty of freedom and common decency upon which this nation was founded."

Thus it went on the better part of an afternoon. The debate covered twenty pages in the Congressional Record (1576 to 1596 - February 21). In addition to this the extended remarks of Representative Sabath (D), of Illinois and Representative Clare H. Hoffman(R) of Michigan were inserted in the Record of February 22 (Pages A977 and A984).

X X X X X X X X X X

PRESS ALSO TAKES A GOSH AWFUL SWAT AT J. CAESAR

Believe it or not but J. C. Petrillo is very sensitive to press criticism. The writer became convinced of that while covering the Senate Petrillo hearings in Washington several years ago. Therefore the music leader's feelings may be imagined when he sees the way the newspapers have dished it out as a result of the chastening the House gave him last week.

No doubt the cartoonists likewise will be heard from. As a starter Cliff Berryman in the Washington Star showed Congress heaving Petrillo and his violin out a window at the Capitol and Petrillo saying: "I guess I must have hit a SOUR note". Block, the Washington Post cartoonist pictured a volcano which had erupted labelled, "U.S. Congress" and a mouse playing a violin (Anti-Petrillo Bill) and the cartoon captioned "The Mountain's Labor".

Following is a forerunner of the newspaper comment in the East:

Washington Star - In the light of the character of Mr. Petrillo's activies, there can be little doubt that the lesser evil is to impose the proposed restraints on him. Those who properly object to this on grounds of principle should devote their efforts, not to the enactment of broad legislation dealing with all abuses, which, if adopted, would eliminate any need for legislation that is personal in nature.

Washington Post - Mr. Petrillo has been exceptionally high-handed and infuriating in his methods. His policies run flagrantly

against the public interest. Yet we are well aware that his brow-beating methods are not unique; they are indulged in by a great many labor leaders who by good fortune or because of a more diplomatic method of handling their victims have escaped Congressional castigation. Thus there is an almost childish lack of discipline in the Congressional desire to visit punishment upon a single offender because the limelight of unfavorable publicity has thrown his figure into high relief.

Baltimore Sun - The over-all cure of labor abuses is not to grant Mr. Petrillo special privilege and then try to tell him how to exercise the special privilege. The cure is to repeal the special privilege and at one orderly sweep cut Petrillo, Lewis, et al., back to that simple equality before the law which is all the rest of us would think of asking and which is the life principle of our kind of society.

Philadelphia Record - Petrillo should have been smarter and seen it coming. Other labor leaders should have been smarter, too, and tried to tame down Petrillo. They have seen him defy the National Labor Relations Board, the National War Labor Board, the President of the United States and Congress.

They have seen him forbid performances by Army and Navy bands, and by children's orchestras. They have seen him hamper development of the new FM radio industry by forbidding simultaneous broadcasts over FM and conventional air waves.

But they have made no complaint.

Neither have the 130,000 members of the American Federation of Musicians. They have seen Petrillo dictate to 135,000,000 people what they could and couldn't hear - and said nothing.

We don't know in just what form the Lea Bill will emerge from the House-Senate conference. It may be widened as a substitute for the Case Bill.

But whatever happens, the blame belongs on Petrillo - and on those reasonable union members and leaders who refused to house-break this Sewell Avery of labor unions.

X X X X X X X X X X

KSAI

Ever heard of KSAI? It's on Saipan - a Western Electric 50 KW installed by the O.W.I. to wage psychological warfare on the Japs. Using a four element directional antenna-giving an effective signal of 250 KW - it did its primary job most efficiently.

But KSAI did another great job too. One day a crippled B-29 - its navigating equipment smashed "homed" on the station's powerful beam and rode it to safety. Army orders quickly came through: "Keep that station on the air 24 hours a day!" Around the clock, KSAI kept going - with only six hours a month allowed for maintenance. Requests from lost fliers for "position" dropped from an average of 140 per day to a mere 20. In 4 months alone, KSAI was credited with saving 20 Superforts, 200 flyers and equipment worth more than $15,000,000.

X X X X X X X X X

TRUMAN FORMALLY APPOINTS DENNY ACTING FCC HEAD; PORTER SWORN IN

Although the set-up had been previously announced, President Truman made it official Tuesday by naming Charles R. Denny,Jr., Acting Chairman of the Federal Communications Commission to succeed Paul A. Porter, who is now Director of the Office of Price Administration. President Truman did not indicate whether he intended filling the vacancy created by the absence of Mr. Porter. At first it was apparently his intention not to do so - in other words, hold it for Paul Porter in case OPA blew up or for any reason Porter desired to return. However, this didn't suit the politicians (the FCC being the political plum tree it is) and there was talk that maybe Mr. Truman might yield to the pressure. The name of a new candidate was even mentioned - Burke Clements, Chairman of the Industrial Accident Board of Montana - said to have the backing of Senator Burt Wheeler (D), of Montana, who is Chairman of the Senate Radio Committee and pulls a heavy political oar. Also Mr. Wheeler is up for re-election this Fall.

Mr. Porter was sowrn in as head of the OPA after whirlwind and unanimous approval in the Senate last week. In his first speech as Price Administrator at the Washington Chapter of the American Institute Banking dinner last Saturday night, he said:

"At the time this invitation was accepted, I had not the slightest notion that a new Price Administrator would address you tonight. I do not know what sense of divination prompted your committee to make this choice because if I had known what they apparently must have foreseen, you would have some less troubled individual speaking to you now.

"In this, my first public appearance, since I have shifted to the tranquil scenes of OPA, I am not prepared to come forward with a finished credo. I have had a good deal of advice in these last few days; but most of my friends speak to me with the somber and morose attitude as if there had just been a death in the family. Now I'm all for having a barrel of fun but somehow or other a lot of perfectly responsible people seem to be suggesting that the fight against inflation is a millstone chained around our collective necks and that we are going to be pushed overboard any minute now. So I would like to attempt to talk briefly to the banking fraternity about a few facts of life as I have discovered them in recent days."

X X X X X X X X X X X

FEDERAL TEL. & RADIO MAKING UNITED AIR LINES TRANSMITTERS

Ultra high frequency ground station radio transmitters, to be used in communicating with planes from various points along the 9000-mile communications network of the United Airlines, are now being produced by the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation.

According to E. N. Wendell, Vice-President of Federal Telephone, deliveries of this equipment, designed to insure the safety of commercial aviation, are scheduled to begin in May.

Federal Telephone's contract with United Airlines, which calls for fourteen 500-watt transmitters, is the third to be awarded to the corporation by United, one of the nation's leading commercial aviation concerns. In 1940 Federal built eleven 5-KW transmitters for installation at major terminals on United's network. The order was the first airline installation of 5-KW transmitters and was prompted by the need for equipment that would radiate high signal strength to over-ride atmospheric noise levels. Late last year and in January of this year, United Airlines ordered three 3-KW transmitters from Federal Telephone.

X X X X X X X X X

SARNOFF, McGRADY OF RCA, TAKE OVER MAYOR O'DWYER'S STRIKES

If you have a labor strike on your hands that you would like to have settled quickly, and want a couple of star mediators, you should call on Edward F. McGrady, Vice-President of the Radio Corporation of America, former Assistant Secretary of Labor, and his very promising pupil, David Sarnoff, President of the RCA. That is what the newly elected Mayor O'Dwyer did and not only did Messrs. Sarnoff and McGrady almost by themselves settle the tugboat strike, but Mr. Sarnoff played the major part in heading off the transit strike which might have been worse.

The best of it was that the services of these super conciliators didn't cost the Mayor a penny. In the transit strike His Honor didn't even have to furnish the meeting place. After several sessions which the Mayor attended in Mr. Sarnoff's office, the peace treaty was finally agreed upon and signed in the presence of the Mayor and CIO leaders after an all night session at Mr. Sarnoff's home in New York at 5 A.M. Tuesday morning.

Mr. Sarnoff didn't come into the picture so prominently in the tugboat strike. Mr. McGrady was designated by Secretary of Labor Schwellenbach as his personal representative and was highly praised for his successful efforts. However, in the threatened transit strike under the expert guidance of instructor McGrady, labor mediator pupil Sarnoff took the center of the stage.

According to one report, a 3 A.M. telephone call, awakening Philip Murray, President of the Congress of Industrial Organizations, from his Hotel Carlton bed in Washington Tuesday, was the first word to anyone outside that a conference at the R.C.A. Building had warded off the city's threatened transit strike. In the call, Mr. Sarnoff asked Mr. Murray to catch an 8 A.M. train for New York to give his blessing to the formal announcement made at City Hall eleven hours later.

Two hours after the call the three-point compact was signed in the upstairs library of Mr. Sarnoff's home, a private house at 44 East 71st Street. It was a one-page typewritten press release, to which the Mayor later added a second page of priase for the peacemakers. In blue ink, it bore the signatures of Michael J. Quill, head of the Transport Workers Union of America, and William O'Dwyer, Mayor of New York City.

The libations were in coffee, with sandwiches obtained by arousing Mr. Sarnoff's cook when the Mayor and other RCA Building conferees came to the house to meet Mr. Quill at 4 A.M.

Mr. McGrady, who in addition to being a former Assistant Secretary of Labor was wartime Labor Advisor to the Secretary of War, is an old timer and one of national prominence in the labor field. Mr. Sarnoff is said to have first attracted the attention of Mayor O'Dwyer when the Mayor called in some of the big industrialists and business men in New York to help him grapple with the tugboat strike. It was the beginning of a beautiful friendship and marked the debut of a brand new labor mediator who may be heard from further as today (February 27th) marks only his 55th birthday.

X X X X X X X X

NEW "SUITCASE-TYPE" LIGHTWEIGHT TELEVISION CAMERA

A new 35-pound television camera and lightweight "suitcase-type" control equipment, so designed that a television crew can carry their studio with them and have it operating in a few minutes, has been developed by the Philco Television Engineering Laboratories, was announced Sunday by Frank J. Bingley, Chief Television Engineer of Philco.

"A unique feature of this new equipment", Mr. Bingley explained, "is that several television cameras can easily be operated from a single portable master control unit. Also, these new cameras give us a clearer, sharper picture than the heavy and awkward prewar equipment. At a baseball game or track meet, for example, we can quickly set up three television cameras to cover the action from various angles, and control all three cameras from a single lightweight master unit operated by the program director. This director's unit may be 500 feet away from the cameras.

"With a total of only 14 portable units - including three television cameras - none larger than a good-sized suitcase, it is possible to televise outdoor or indoor scenes with excellent results. For instance, we proved our new television camera during commercial telecasts of all the University of Pennsylvania football games from Franklin Field last autumn."

Declaring that one reason for using this new lightweight video equipment at football games was to compare its performance with older, heavier television cameras, Mr. Bingley stated that the new camera outperformed prewar models by a wide margin. "It gave us

brilliant television pictures, with better definition and detail", he pointed out. "The new equipment was particularly useful for the close-ups of football action which have proved so popular with the television audience of Philco Station WPTZ in the Philadelphia area."

X X X X X X X X X X

FCC CHECKS UP ON PROBABLE 1946 RADIO RECEIVER OUTPUT

Construed to be a feeler as to whether or not radio manufacturers are going to toe the mark and turn out an adequate number of sets in the new and highly controverted FM band (88 to 108 mc.) the Federal Communications Commission has just sent a questionnaire to all manufacturers.

It calls for the estimated number of receivers to be manufactured in 1946 capable of tuning the following bands without adaptors, converters, etc.:

1. AM band, but not FM or Television
2. FM band (88-108 mc.), but not AM or Television
3. AM band and FM band (88-108 mc.)
4. Television band (Channels 1-13 inc.)
5. AM band, FM band (88-108 mc.) and television band (channels 1-13 inc.)
6. Other (specity band and exact tuning range)

The questionnaire also calls for the total estimated production of above types of radio receivers during 1946 as to Adaptors, Convertors, etc.:

7. FM adaptors, i.e., attachments to AM sets to permit reception in the 88-108 mc. FM band
8. Convertors, i.e., attachments to FM sets (built for reception in the 42-50 mc. band) to permit reception in the 88-108 mc. band
9. Other (please specify)

The manufacturers are asked to exclude from their estimates any units to be supplied them by other manufacturers and report them separately. Also to exclude from their estimates any units to be built for export and report them separately. Finally they are asked to state exact tuning range of all AM band receivers.

X X X X X X X X X

SENATOR BELIEVES TV WILL DUPLICATE AIR MAIL SUCCESS

Senator Kenneth McKellar (D. Tenn.), president pro-tem of the U. S. Senate, addressed the following letter to J. R. Poppele, President of the Television Broadcasters' Association, Inc. after Mr. Poppele had wired congratulations to the Senator following his appearance on the first Washington-to-New York telecast on Lincoln's Birthday.

"Many thanks for your kind telegram of yesterday. I think this was a historic event.

"I am sorry I haven't a printed copy of the Record about what I had to say in the Senate as far back as 1917 about air mail. When I introduced and got passed a bill providing for an experimental line from here to New York first and then from New York to Chicago, and from Chicago to San Francisco later on, I was denounced very soundly by way of my colleagues for foolish expenditure of money. It has turned out to be a great thing. I think television will turn out the same way and be most helpful in our national and private lives."

X X X X X X X X X X

RCA NET EARNINGS SOAR TO $11,317,068

Net earnings of the Radio Corporation of America in 1945 amounted to $11,317,068, equivalent to 58.8 cents per share of common stock, it was disclosed in the RCA Annual Report released today (Wednesday, February 27th) by David Sarnoff, President. This compares with $10,263,291 in 1944, when earnings after payment of preferred dividends were equivalent to 51.2 cents per share.

Total gross income from all sources amounted to $279,503,-615 compared with $326,421,913 in 1944, a decrease of 14.4%.

As of December 31, 1945, RCA personnel numbered 32,985, representing an increase of 10,072 over the total at the end of 1939, the last year before national defense activities were reflected in employment figures. From 1940 through 1945, a total of 8,559 RCA employees joined the armed services of the United States. More than 1,818 have returned to the Corporation and others are being employed as they return. One hundred and forty-five employees died in the service of their country.

Pointing out that the primary objective of RCA throughout the war years was to contribute in every possible way to final victory for the United Nations, Chairman James G. Harbord and President Sarnoff, speaking for the Board of Directors, reported in a joint statement to stockholders that since V-J Day the chief aim of the Corporation has been to "serve the world at pease by producing radio instruments and by operating services unsurpassed in quality and dependability."

The Report refers to the future of radio as an art and an industry that promises expansion of commercial radio activity through new services, new products and new processes. Declaring that hundreds of electron tubes developed by RCA to meet war demands have been instrumental in opening new fields of usefulness in communication, transportation and manufacturing, the Report discloses that a record-breaking total of 20,000,000 miniature tubes alone - many of which were new types - were manufactured by RCA during the war years.

During 1945, a 300-megacycle television transmitter developed at RCA Laboratories reached the stage at which field tests could be made of a complete system utilizing such an installation, and at the same time research and development in other phases of television were reflected in a vastly improved black-and-white television system, employing the new supersensitive RCA Image Orthicon pickup tube and a correspondingly sensitized kinescope receiving tube.

Development of a new FM circuit, called the "ratio type detector", by RCA Laboratories and of new types of radar antennas to extend radar's peacetime uses also were described. The new FM circuit aids in eliminating interference and has superior merits over circuits previously employed for FM reception, particularly in low-priced receivers.

Despite drastic terminations of government war contracts, the Annual Report states, the RCA Victor Division at the end of 1945 had a substantial volume of unfilled government contracts for radio-electronic apparatus and electron tubes. Some of the Company's plant facilities, nevertheless, were reconverted to civilian production within eight weeks after the war ended, and by the close of the year 75,000 small radios and table model Victrola radio-phonograph combinations had been built.

Deliveries also were begun on a new line of improved FM (frequency modulation) broadcast transmitters and other broadcasting equipment. Production of motion picture theatre reproducing and sound-film recording equipment, formerly supplying needs of the armed forces, was rechanneled to the commercial market; an all-time high in the production and sale of RCA Victor phonograph records was achieved during 1945, and the company plans to have home television receivers on the market this Summer.

"Television", the Report points out, "is only one of the new services which promises to broaden the market for electron tubes, many types of which were developed by RCA for wartime use. Millions of tubes will be required by the manufacturers of new radio receivers, and millions for replacements in existing receivers. There is increasing demand as well for transmitting tubes and special purpose tubes."

RCA Victor is revealed to have assembled more than 5,000,000 proximity fuses. Created for use in projectiles, the proximity fuse consists of a miniature radio sending and receiving station which detonates the shells at the moment of most devastating proximity.

The volume of international radio-telegraph traffic handled in 1945 was the largest in the history of R.C.A. Communications. The traffic represented an increase of approximately 70% compared with 1944. New circuits were established, in cooperation with the United States Army, with Berlin and Nuremberg, Germany, and Vienna, Austria, and in the Western Hemisphere direct service between San Francisco and Rio de Janeiro was inaugurated to supplement the New York-Rio circuit. Service on a normal basis was resumed with Holland, Belgium, Norway, Czechoslovakia, the Philippines, Shanghai and Japan.

X X X X X X X X X

SCISSORS AND PASTE

College Campus Radio Is Growing Fast
(T. R. Kennedy, Jr., in "New York Times")

One of the fastest-growing ideas in the country these days is "campus" radio - the college-student created, managed and operated on-the-campus wired-radio networks known nationally and collectively as the Intercollegiate Broadcasting System.

Campus radio - which never gets off the college grounds because it is wired from studio to listener - is in full swing at twenty-six leading American universities, catering from four to seven hours daily for the educational and recreational needs of some 60,000 resident undergraduates. Furthermore, an average of two college stations is being added to the system monthly.

FM and the Farmers
("Farm Journal" March 1946)

Is freedom of speech on the air the monopoly of a few powerful radio networks and large stations?

Two bitter battles have been fought in Washington, D. C., within the past few days over this issue. The right of farmers to hear what they want to hear on their radios was one of the big points raised.

One fight involves state college and other small stations with a "message" for farmers, which now have to get off the air at sundown to make way for the high-powered "clear channel" stations which deal mainly in entertainment slanted to city audiences, and supported by paid advertising.

The other fight involves frequency modulation - the new kind of broadcasting announced five years ago, with the claim that it has less static and better tone. * * *

A year ago, the Federal Communications Commission announced that when commercial television is authorized, the FM stations will have to move to a higher wave band.

Major E. H. Armstrong, who discovered frequency modulation, and some large radio manufacturers, protested. They said the move would cut the coverage of FM stations to 40% of their present area. Most farmers would not be able to hear the broadcasts. The service, they said, would be so unsatisfactory that the standard stations would be able to retain their "monopoly". But 5,000 FM stations on the lower band would serve nearly all farmers, and would assure free speech on the air.

The other day, after hearing new argument, the FCC announced it would stick to last year's decision. Officials refused to discuss their reasons until their written opinion was issued.

A Kentuckian from Missouri
(Leonard Lyons in "Washington Post")

When Paul Porter learned that he had just been appointed head of the OPA he sighed: "Now I know the emotions of a Jap pilot when he puts on a black silk kimono and starts climbing into a kamikaze plane". . . Porter, whose parents happened to be passing through Missouri at the time, was born in Joplin. After three months they went to Kentucky, where Porter was raised, educated, married, became a parent and practiced law. "The papers now say I'm from Missouri", he said last week. "I've been a Kentuckian all my life - until about a year ago."

Duffy's Tavern Ad Lib Brings $100,000 Libel Suit
("Variety")

Looks like Ed Gardner ad libbed himself into a possible $100,000 damage suit as a result of a reference to an ex-school teacher on the "Duffy's Tavern" show a couple weeks back. They're trying to straighten out the mess on the Coast before the suit is actually filed.

Notice of intent to file reportedly has been served on Bristol-Myers, sponsor of the show; Young & Rubicam, the agency, and NBC. But it's strictly in Gardner's lap, since all others are indemnified.

It appears Gardner ad libbed the teacher's right name, with the added tag of "old pianolegs", although the script called for the insertion of a fictitious monicker. Meanwhile there are plenty of red faces over the whole incident.

Calls Public Patents Headlines Misleading
(From Competitor magazine of the National Patent Council, Gary, Indiana)

A cross section of recent headlines on patents (such as "Freeing of Alcoa's Patents Boon to Industry", "Alcoa Grants Use of Patents to Firm", "RCA to Make Patents Available", "Radio Corp. Throws Open its Patent Book", give the impression that industry generally is dedicating its patents to the public. While it may be advantageous to show that patents are not suppressed, there are grounds for fear that the headlines are leading the public to believe anyone insisting on patent protection is not acting in the public interest.

Many underlying facts are missed by the headline reader. For instance, regarding the Aluminum case, Ralph Hendershot, Financial Editor of the New York World Telegram, echoed the common view in Wasnington when he wrote:

"It is pretty obvious that the government put pressure on Aluminum to give up its patents under threat of haunting the company with the antitrust suits from here on. In other words, by tactics very much resembling those of a holdup man it 'persuaded' the company to give up tangible property worth millions."

RCA has long depended on licensing for much of its income.

X X X X X X X X

TRADE NOTES

The Washington Daily News (Scripps-Howard) began publishing last Saturday a regular week-end radio review. The first issue ran five pages which were liberally sprinkled with advertising. All six of the local stations carried paid ads.

Cowles Station WOL, in Washington, will run out the red carpet to its new sportscaster Bill Brundage at a cocktail party at the Statler Friday evening.

Announcement of the wedding of Mrs. Rhoda Corwin Klugh, widow of Paul Klugh, former well-known Chicago radio manufacturer, to Mr. Douglas Elliott Pickens at Palm Beach, Florida, Wednesday, February 20th, has been received. Mr. and Mrs. Pickens will be at home at Morrisania Farms, Highland, Ohio, after April 1st.

Paul K. Povlsen has been named Vice-President and General Manager of Maguire Industries, Inc. Mr. Povlsen, who has served since 1941 as Vice-President in Charge of Production for the J. I. Case Co., of Racine, Wis., will supervise all manufacturing operations of the company, including those of subsidiaries.

Walter B. Scott, an industrial engineer, who also has been associated with the J. I. Case Co., is joining Maguire Industries, Inc., as an assistant to Mr. Povlsen.

Station WPDQ, Jacksonville, Florida, affiliate of the American Broadcasting Company, has received a construction permit from the Federal Communications Commission to change frequency to 600 KC from 1270 KC and operate with 5000 watts power day and night. Expectations are that WPDQ will be operating on this new frequency about July 1st.

George M. Baillie, Production Manager of Broadcast Measurement Bureau, is in Chicago to supervise the mailing during the week of March 4th of BMB's half million ballots, by which radio station audiences will be measured on a uniform basis in every U. S. county and approximately 1,000 cities.

The Trustees of the University of Pennsylvania at Philadelphia, Pa., have applied for a construction permit for a new non-commercial educational broadcast station to be operated on 42.9 megacycles and power of 10 KW.

Broadcast Measurement Bureau has just published To Date, a 40-page illustrated booklet explaining the uniform measurement of radio station audiences throughout the U.S. which BMB is undertaking in March.

X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

LEGAL DEPARTMENT
RECEIVED
MAR 8 1946
A.M. P.M.

INDEX TO ISSUE OF MARCH 6, 1946

Sarnoff Urges Clergymen To Heed Need For Guidance In Atomic Era..1

ASCAP Signs With Austrians.....2

FCC FM Set Manufacturing Feeler Lands On Capitol Hill.....3
Gen. S. M. Thomas RCA Communications Techn. Representative.....3

Stanton Says Public Wants Color TV; Willing To Pay For It.....4

Broadcasters Sample "Dark Bread" At President's Dinner.....5

CBS Memo Confidential And Political But Is Read Over Air.....6

President May Act Quickly Naming Wills' FCC Successor.....7

FCC Sticks To Decision To Exclude 50 Mc FM Band.....8

Networks And Stations Prepared For Big Telephone Strike.....10
Broadcasters' Head Serves On Pres. Truman's Food Committee.....10

Television Sets On Sale By Summer, Washington Ad Men Told.....11
Radio Set Production Picks Up.....11

Applications Accepted For Filing By FCC.....12
Radio Set Prices Given 111 Companies.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1720

March 6, 1946

SARNOFF URGES CLERGYMEN TO HEED NEED FOR GUIDANCE IN ATOMIC ERA

Civilization now is at the cross-roads because "technological advances have outstripped our spiritual progress", Brig. Gen. David Sarnoff, President of the Radio Corporation of America, declared speaking in Columbus, Ohio, yesterday (Tuesday, March 5th) before the Federal Council of the Churches of Christ in America, the gathering which is to be addressed today by President Truman and former Prime Minister Churchill.

"Man is out of stride with the march of science", General Sarnoff said. "He must rise spiritually and intellectually, as well as technologically, if he is to become not the slave but the master of science. Should he fail in this objective and release atomic power to blow up the spiritual and humanitarian barriers that hold back the Apocalypse, then death, famine, fire and pestilence, enflamed by war, will race across the hemispheres.

General Sarnoff asked the question: "Who can open the mind of man to this fearsome possibility of annihilation?" His answer was: "Not the engineer - for he is concerned with machines. Not the politician - for he deals with men as he finds them. The church, therefore, must awaken man to the fact that, as never before, he is his brother's keeper. There is no security in isolation."

Cooperation with our fellowmen can be achieved "only through strength", asserted General Sarnoff, and added: "To be weak or unprepared, is to live in fear, and that would not be conducive to peace and brotherhood. America must be strong. Our Nation must not neglect its moral and physical strength, or its national security, if we are to assist in rehabilitation of a world suffering from the ravages of war."

"Science and industry", he continued, "are equipped to create new instrumentalities and services and to make them available for the welfare of mankind. But the clergyman and the educator must help to stimulate their proper use and to discourage their misuse... They must inspire the motives that are the mainsprings of man's intelligence.

"Our great national concern, therefore, should center on man himself, and not revolve solely around machines or electrons.

"We know how to build and control machines and how to make them work. But man is more complex. We must look into his heart, and his mind. Through such instruments as the electron microscope, science peers deeply into the sub-microscopic world to see virus and bacteria, but it cannot look into the soul, or scan the inner consciousness of man. Even to the church, man is a mysterious

creature. While the engineer learns more about the machine, the problem of the clergy is to learn more about man so that it may guide him spiritually in his technological advance."

In the field of radio, for example, so rapid were the wartime advances that scientists achieved what they themselves would not have believed possible five years before, General Sarnoff said. He stressed the fact that it is the use of the invention - not the invention itself which is significant. Recalling that radio travels at the speed of 186,000 miles a second, he pointed out that it can spread an untruth as easily as a truth, at the same speed. Therefore, it is the use to which radio is put that determines its contribution to the welfare and peace of mankind.

"Your own Federal Council of the Churches of Christ in America", General Sarnoff declared, "was among the first to realize the great value of radio science as manifested in broadcasting. Early radio listeners will long remember the venerable Dr. S. Parkes Cadman. He showed the way for the use of the microphone in the church."

Now through television and frequency modulation, popularly known as FM broadcasting, the church finds new servants at its command, he added, and declared: "Television comes not with the threat to replace the rural church and city cathedrals. Instead, it presents new opportunities to those who will adopt it to their purposes and the needs of the modern world ... Again through science, the church has found a new missionary. And again we see evidence that science and religion are two powerful forces, which can work for the good of all mankind."

General Sarnoff described television as "a tree of science with many branches", and cited the fact that out of its techniques scientists have produced the famed electron microscope and radar, the wartime miracle. He said that radar's recent epic achievement in contacting the moon represented "far more than man's ingenuity at work in such a triumph."

X X X X X X X X X X X

ASCAP SIGNS WITH AUSTRIANS

The American Society of Composers, Authors and Publishers, (ASCAP) has signed a five-year agreement with AKM, the Austrian performing right society. The new agreement, John G. Paine, General Manager, explained, is similar to those which ASCAP has signed with Great Britain, France and Spain.

The most significant change is that the Society has now been given the right to act on behalf of the symphonic, concert and recital works contained in their repertoire.

X X X X X X X X X X X

FCC FM SET MANUFACTURING FEELER LANDS ON CAPITOL HILL

Look for a blow-up from Capitol Hill with regard to the questionnaire the Federal Communications Commission sent last week to radio manufacturers. To all intents and purposes it appeared to be a routine inquiry calling for the estimated number of receivers to be manufactured in 1946 in the AM, FM and television bands. Actually it was construed in some quarters to be a "trial balloon" to see whether manufacturers were responding to FCC's crack of the whip and preparing to turn out what the Commission believes to be an adequate number of sets capable of tuning the new FM band (88-108 mc) established recently by the FCC in the face of tremendous opposition by a number of the manufacturers. In spite of the order to shift, six manufacturers, including Zenith, Stromberg-Carlson and Galvin, have indicated their intention of putting out two-band receivers (that is to include the old 50 mc band as well as the new). This is frowned upon by the Commission.

It is charged by certain of the manufacturers opposing the reallocation that the real purpose of the questionnaire is to "get the goods" in writing on those who continue to buck the Commission. They are now known to be taking their case to Capitol Hill and the question they are raising is under what authority has the FCC obtained the right to inquire into the volume of receivers of any type that manufacturers intend to build and also why the Commission wants this information. At least one prominent Senator is already known to be looking into the matter and it is reasonable to assume that others may follow suit and that the Commission may be called upon for further information.

X X X X X X X X X X X X X

GEN. S. M. THOMAS RCA COMMUNICATIONS TECHN. REPRESENTATIVE

Brig. General Samuel M. Thomas, who from August to December, 1945, was responsible for the supervision and restoration of the civilian communications and postal systems in the United States Zone of Occupied Germany, has been appointed International Technical Representative of R.C.A. Communications, Inc., it was announced Tuesday, March 5th, by Thompson H. Mitchell, Executive Vice President.

Holder of the Legion of Merit, the Bronze Star, and the Russian Order of Kutuzov, for outstanding service in the Persian Gulf Command prior to his assignment in Germany, General Thomas was Director of the Communications Division, Office of Military Government, U. S. Army, with headquarters in Berlin.

As the United States representative on the Quadripartite Communications & Posts Committee of the Allied Control Authority in Berlin, General Thomas, a native of Arkansas, was responsible for coordinating all matters concerning communications and posts for Germany, including establishment of a central German civilian administrative agency for operating the former Reichpost in all of Occupied Germany.

X X X X X X X X X

STANTON SAYS PUBLIC WANTS COLOR TV; WILLING TO PAY FOR IT

A delegation from the Senate Interstate Commerce Committee and the House Interstate and Foreign Commerce Committee, the two committees in Congress having to do with radio, which journeyed to New York last week to have a look at Columbia Broadcasting System's television, was told by Dr. Frank Stanton, President, that a scientific study which CBS had made revealed the fact that present television set owners, chosen at random in the New York area after seeing Columbia's color television would rather have color than black and white.

The Congressional visitors who included Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Committee, and Representative Charles Halleck (R), of Indiana, of the House group, were in charge of Earl Gammons, Director of CBS Washington office.

The composite reply to the question of how much more would they be willing to pay for color sets, Dr. Stanton told the Washingtonians, was:

34 percent more than black-and-white for a color receiver with an 8 x 10 inch picture, and
28 percent more than black-and-white for a color receiver with a 16 x 22 inch picture.

Only 12 percent agreed with the statement, "I am completely satisfied with the television now being broadcast. Black-and-white television is good enough for me."

The consumer tests are to be repeated next Saturday with a cross section of non-television set owners to see how they react to black-and-white versus color television.

"Any discussion of television's future", Mr. Stanton told the legislators, "must be based on one incontrovertible and well documented fact: that, at best, black-and-white television on the lower frequencies can constitute only a temporary service."

Transfer from the lower frequencies to the ultra-highs for color program transmissions "could be made only at a staggering cost to both the public and the broadcaster", he said.

Temporary service in black-and-white television, Mr. Stanton continued, would represent "a false start", whereas color can initiate a cycle that "keeps accelerating and expanding toward a vast, nationwide television service."

"Within the next few months, we propose", he said, "to recommend to the Federal Communications Commission technical standards for commercial operating of color television. It is imperative that such standards for color be set promptly, so that a broadcaster entering the television field in color will have the opportunity to derive income and be able to compete with the broadcaster operating commercially in black-and-white on the low frequencies."

X X X X X X X X X X

BROADCASTERS SAMPLE "DARK BREAD" AT PRESIDENT'S DINNER

A number of well known broadcasters, along with other celebrities in the Capital, last Saturday night had a taste of the new "dark bread" at the annual dinner given to President Truman at the Hotel Statler by the White House Correspondents' Association. There were no complaints but it was evident that the bread didn't arouse any particular enthusiasm.

Attracting more attention than many of the higher dignitaries was Edwin W. Pauley, who, as nominee for Assistant Secretary of the Navy, at the moment probably the most talked of man in Washington. Mr. Pauley was not at either of the head tables nor was his name on the printed guest list. He sat in the rear of the room far from the presidential limelight with former Ambassador to Russia Patrick J. Hurley. "One out and one on the way out", a correspondent remarked.

The main skit of the evening was put on by the White House correspondents, -"I'm Just Wild About Harry", impersonating the characters (all of whom were at the dinner), of Pauley, George Allen, Brig. Gen. Harry H. Vaughan, Charles G. Ross, Postmaster General Hannegan, Secretary Wallace, Leslie Biffle and John W. Snyder.

Among those from the broadcasting industry seated at the head tables were Eugene Meyer, publisher of the Washington Post and owner of WINX, Washington; Wayne Coy, in charge of WINX; Richard Harkness, NBC; Earl H. Gammons, CBS Washington Director; Paul A. Porter, former Chairman of the FCC; and Frank M. Russell, Vice-President of NBC.

Also among the diners were Kenneth Berkeley, Manager, WMAL; Gene Buck, former President of ASCAP; Martin Codel, publisher of Television and FM Reports; F. P. Guthrie, Assistant Vice-President, R.C.A. Communications; Ray Henle, commentator; Ernest K. Lindley, commentator; Philip G. Loucks, Radio Counseller; Claude Mahoney, commentator; Edgar Morris, Zenith representative; Earl H. Mullin, American Broadcasting Co., New York; Drew Pearson, commentator; Oswald Schuette, RCA; Paul Segal, Radio counsellor; Carleton D. Smith, General Manager, WRC; Sol Taishoff, Publisher, Broadcasting Magazine and A. L. Warner, Cowles Broadcasting Company.

X X X X X X X X X

"The Truth About Television" ("Is Television a Boom or a Bubble?"), the first of a series of articles, appears in the current (March 9th) issue of the Saturday Evening Post.

X X X X X X X X X X X X X -Want?

CBS MEMO CONFIDENTIAL AND POLITICAL BUT IS READ OVER AIR

Washington radio people last week had a real laugh over a comedy of errors in connection with the announcement that Arch McDonald, popular CBS sports announcer at WTOP, who lives in nearby Maryland, would be a candidate for Congress on the Democratic ticket from the Sixth Maryland District.

Earl H. Gammons, CBS Washington Director, though personally friendly to Mr. McDonald, and no doubt wishing him the best of luck, but realizing the necessity for Station WTOP to remain neutral, was quick on the trigger in issuing the following confidential memo to all station commentators:

"Arch McDonald has announced his candidacy for Congress. This is to advise you that under no circumstances will there be any reference on any WTOP program to Arch's candidacy. This station obviously cannot take any position in the matter, and it is the responsibility of all persons who are connected with programs in any way to be certain that this policy is adhered to as strictly as possible. The only permissible reference to Arch's candidacy is that which is purchased on a commercial basis through the regular channels."

A copy of this was put on the teletype at the request of Mr. Gammons by Maurice B. Mitchell, Sales Manager of WTOP, for Arthur Godfrey, CBS-WTOP ace commentator, who was then in Philadelphia with the new Ray Bolger show "Two for the Money" which is to open at the Adelphi Theatre in New York tomorrow (March 7th). Before receiving the memo, however, Mr. Godfrey, who had heard via the grapevine that Arch was going to run for Congress, mentioned the fact in his regular morning broadcast relayed from Station WCAU in Philadelphia to Washington.

Later, when Godfrey received the Gammon's memo, evidently not realizing that it was confidential, he proceeded to read it over the air in his next broadcast. There was, of course, a big laugh all around.

Commenting upon the incident, Mr. Mitchell said:

"The wire I got off to Arthur Godfrey probably had the largest listening audience of any confidential message I ever sent. From now on I intend to communicate with Godfrey in sign language only."

X X X X X X X X X X

In the party now accompanying President Truman (the largest he has ever had) and former Prime Minister Churchill are thirty-three newspaper reporters, thirteen radio reporters, ten newsreel photographers, four still cameramen, three communications men.

X X X X X X X X X X

PRESIDENT MAY ACT QUICKLY NAMING WILLS FCC SUCCESSOR

Because of the fact that the Federal Communications Commission is already short-handed due to the absence of former Chairman Paul A. Porter, it is expected that President Truman will lose no time filling the vacancy caused by Commissioner William H. Wills' death . He died suddenly of a recurrence of a chronic heart ailment early this (Wednesday, March 6th) morning at Brockton, Mass., where he had gone to hold hearings for the Commission.

As it stands now, there are two vacant positions, one Democrat and one Republican, on the seven man Commission. It was the intention of Mr. Truman to hold Mr. Porter's place open but pressure since brought to bear on the President, followed now by the death of Commissioner Wills, may change the situation. At any rate, it is believed the President will lose no time filling Commissioner Wills' place.

Inasmuch as the appointment of Mr. Wills was purely political, it is assumed that the naming of his successor will be on the same basis and as usual the broadcasting and communications industries will have no say in the matter. There is no case on record where they have ever shown enough strength to have a Commissioner appointed.

Senator Wallace White (R), of Maine, advocated the reappointment of Commissioner Norman S. Case prior to Commissioner Wills' appointment last July and since the last named's tenure in office has been so brief, Senator White may again urge the reappointment of Governor Case, a Republican, and former Governor of Rhode Island, who, in the opinion of many, was well equipped for the position and made an excellent record.

Another who may be considered is Burke Clements, Chairman of the Industrial Accidents Board of Montana, said to have been suggested by Senator Burton K. Wheeler (D), of Montana, to President Truman as a good man to fill the place of Chairman Porter. Previously Rosel H. Hyde, who succeeded Commissioner Denny as General Counsel of the Commission, had been spoken of for a commissionership.

Commissioner Wills, a Republican, suffered a heart attack last Summer shortly after he assumed his duties at the FCC. He announced his intention of resigning but was prevailed upon by the other Commissioners to continue. Mr. Wills was born in Chicago, October 26, 1882, and eventually went into the insurance business at Bennington, Vermont. He served as Lieutenant Governor of Vermont from 1937-39 and Governor from 1941 to 1945. He leaves a widow and a daughter Anne Kimball.

Funeral arrangements had not been announced at this writing.

X X X X X X X X X X X X

FCC STICKS TO DECISION TO EXCLUDE 50 MC FM BAND

The long awaited report of the Federal Communications Commission backing up its decision denying the petition of the Zenith Radio Corporation, joined by the General Electric Company, and Major Edwin H. Armstrong, inventor of FM, to make an additional allocation for FM broadcasting of 30 channels between 44 and 50 mc was made public Tuesday afternoon. The hearings in the case were held January 18-19, 1946.

Reaffirming the Commission's conclusion that FM broadcasting can proceed on a sounder basis in one band rather than in two bands, the report states, in part:

"The Zenith petition, in essence, proposes that FM broadcasting shall proceed simultaneously in two bands, one from 44 to 50 megacycles, and the other from 88 to 108 megacycles. The objections to this dual-band allocation appear decisive. It was the general consensus of those who testified at the hearing that adding a second band decreases the over-all efficiency of set performance. It is necessary to sacrifice some sensitivity and stability if two FM bands are incorporated in one receiver, and other complications arise such as antenna dimensions.

"Furthermore, if two FM bands are approved, one or the other but not both will be licensed in many areas. However, all sets would have two bands thereby imposing a 'dead' band on millions of set owners. The added cost to a purchaser of such a two-band set would be from $1.50 to $6.00 or more and on an annual basis for all users this added cost would run into millions of dollars.

"Moreover, a two-band FM system will have an unpredictable effect upon the listening habits of the public in that it would require that the listener switch to select one band or the other unless this operation were done by automatic means. Habits of listening on one band to the exclusion of the other might well develop, which would complicate further the problems of assigning frequencies to FM stations.

"Another factor which should merit consideration - but which is by no means conclusive - is that a few manufacturers have proceeded with plans to build two-band sets. This would give them a competitive advantage over other manufacturers who have proceeded with a view of producing one-band sets in accordance with the Commission's June 1945 allocation. The delay is producing two-band sets would range from four weeks to five months. As is pointed out, there are no advantages to a two-band receiver which would warrant the Commission in requiring this delay.

"In the course of the hearing, it was alleged that, at least in some parts of the country, the demand for FM channels exceeded the number of channels available from 88 to 108 megacycles and that, therefore, a second band should be added. On the basis of the record now before us and the needs of other radio services,

the Commission is not able to determine that the public interest requires additional channels for FM broadcasting. The Commission has considered the requests and needs of the various services for channels in this portion of the spectrum and has concluded that the existing allocation provides a fair and equitable distribution of channels among these services. The evidence does indicate, moreover, that in the event additional channels prove necessary, they can later be added to the present band. The feasibility of expanding an existing broadcast band by the addition of contiguous channels is shown by the fact that the boundaries of the standard broadcast band have been expanded from time to time without undue difficulty.

"There remains only the question whether new evidence has been introduced in the course of the January 18-19 hearing which can cause the Commission to determine that its previous decision to allocate the region from 88 to 108 megacycles to FM broadcasting was mistaken and that the propagation characteristics of a lower band are so superior to the propagation characteristics of the 88-108 megacycle band as to cause the Commission to reconsider and alter its basic allocation. The Commission has given the fullest possible consideration to this proposal, and has determined to maintain FM in the 88-108 megacycle band only after a careful reconsideration of all the evidence.

"Perhaps the most significant feature of the January 18-19 hearings was the unanimity with which all parties agreed that FM broadcasting in the region presently assigned, from 88-108 megacycles will provide an excellent, interference-free and static-free service over substantial areas. Further, the evidence was conclusive that receivers in the medium-price range will shortly be available for the reception of signals in this band, and that transmitting equipment for the band will also shortly be available. "

Declaring that the Commission is unable to find that the Deerfield, Ill. and Andalusia, Pa. measurements, made respectively by the Zenith Corporation and the FCC, constitute a sufficient basis for service area predictions, the report says finally:

"Summarizing, the Commission concludes that whether or not sporadic E in the lower band will be as intense as was predicted in earlier reports, there will still be a substantial problem in the upper band. The Commission further concludes that F2 interference may be a serious problem in the lower band and will not affect service in the upper band. With respect to extent of coverage, the Commission is unable to find that the lower band shows any substantial advantage over the upper band, within the expected service areas of FM broadcast stations. With respect to service to rural areas, the Commission concludes that in the present state of the art and considering the present economics of broadcasting, service to farmers situated at a great distance from cities must continue to come for the greater part from standard broadcast stations.

"There is nothing whatever in the present proceeding which casts any doubt upon the ability of the FM stations in the 88-108 megacycle band to render a superior, interference-free and

static-free service over ranges of 60 miles, and perhaps in excess thereof. Despite earlier warnings and predictions, the salient fact is that the band assigned to FM broadcasting by the Commission will furnish an excellent service, and the industry has proceeded with notable dispatch to design and produce FM transmitting and receiving equipment which will render excellent service to the American people in the band assigned."

X X X X X X X X

NETWORKS AND STATIONS PREPARED FOR BIG TELEPHONE STRIKE

As near as it has been possible to do so, the networks and broadcasting stations have been quietly getting ready to meet any emergency which may come up in connection with the nation-wide telephone strike called for 6 A.M. tomorrow (Thursday, March 7th) morning. It is expected that long lines wire service will go out at once but the hope is expressed there may be sufficient emergency operating crews to maintain network service.

If not, the networks may resort to short-wave as a method of communication. The situation as far as networks are concerned, depends entirely on how long the strike may last. The longer it continues, the more difficult it will be for the networks and the more inconvenient for stations locally who lean upon the telephone so heavily in keeping in touch with their news sources and listeners.

One suggestion has been made but it was said as yet not tried out that in case the long lines were out that a station in Philadelphia might pick up a station's program in New York and rebroadcast it, while at the same time a station in Baltimore could pick up the same program with Washington picking it up from Baltimore and so on. The success of this experiment, it was pointed out, would depend largely on atmospheric conditions and would probably be impractical during daytime hours.

X X X X X X X X X X

BROADCASTERS' HEAD SERVES ON PRES. TRUMAN'S FOOD COMMITTEE

Radio is represented on President Truman's Famine Emergency Committee by Judge Justin Miller, President of the National Association of Broadcasters. The Committee, of which former President Herbert Hoover is Honorary Chairman, was formed last week at the White House for the purpose of showing the American people how they can feed a starving world by eating less themselves.

X X X X X X X X X X X X

TELEVISION SETS ON SALE BY SUMMER, WASHINGTON AD MEN TOLD

Small television sets, easy to install and selling at a retail price of $175 to $250, should be available here in quantity in Washington, D. C. this Summer.

The sets will require no unusual upkeep and aerials will be set up easily, even for apartment house residents. So reported Ralph E. Austrian, President of RKO Television Corp., and Frank J. Bingley, Chief Engineer in charge of television for Philco, who answered questions at a luncheon of the Advertising Club of Washington on Tuesday.

Advertising men were told the following facts about television:

1. Sets on the market by Summer will include a table model with a 4 1-5 by 5 5-8 inch screen, at $175, and a table model set with a 6 by 8 inch screen at $250. The first sets will not include a radio, but will be equipped for sound.

2. Television sets will be as rugged as the present radio sets and will require as few repairs. Nonbulky aerials, similar to radio aerials, will be easy to install. In large apartment houses a centralized antenna system can be installed with distribution to apartments. Tenants will pay a small monthly fee to have aerials connected to the central antenna.

3. Because reviewing screens are not sensitive to diffused light, it will be necessary only to lower window shades in the daytime and not to completely darken a room to see a program clearly.

4. In the early stages, television programs will not be continuous during the daytime. Stores, wishing to demonstrate sets, will be able to arrange with local stations for the television of prepared films at certain hours during the day.

5. With the exception of current happenings, such as sport games and parades, programs that are televised will be limited to 15 or 30 minutes. There are too many distractions in homes to guarantee a seeing audience for a longer period of time.

X X X X X X X X

RADIO SET PRODUCTION PICKS UP

Incomplete reports for the week of February 27th to the Civilian Production Administration from the radio manufacturing industry indicate that approximately 500,000 radio receiving sets were shipped during the month of January, representing a sharp increase over December and reaching approximately 45% of the prewar base period rate of 1,100,000 sets a month. Total shipments for the fourth quarter of 1945 are estimated at 250,000 units. Production continues to be hampered by an insufficient quantity of cabinets, condensers, and speakers.

X X X X X X X X X

APPLICATIONS ACCEPTED FOR FILING BY FCC

March 5 - The New Britain Broadcasting Co., New Britain, Conn., construction permit for a new FM broadcast station to be operated on frequency 98.0 megacycles and coverage of 11,500 sq. miles; Williamsport Radio Broadcasting Associates, Williamsport, Pa., construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation; Southwest Broadcasting Co., Eastland, Texas (P.O. P.O. Box 336, Angleton, Tex.), construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation; WAGC, Tennessee Valley Broadcasting Co., Chattanooga, Tenn., license to cover construction permit which authorized construction of a new standard broadcast station; also authority to determine operating power by direct measurement of antenna power.

Also, Plains Empire Broadcasting Co., Amarillo, Texas, construction permit for a new standard broadcast station to be operated on 1320 kc., power of 500 watts night and 1 KW day, directional antenna night and unlimited hours of operation; KUOM, University of Minnesota, Minneapolis, Minn., construction permit to change frequency from 770 to 940 kc., power from 5 KW day to 250 watts night and 5 KW daytime and daytime - S-WCAL to unlimited hours of operation. KSMA, Santa Maria, California, license to cover construction permit which authorized construction of a new standard broadcast station (1450 kc); also authority to determine operating power by direct measurement of antenna power; Walter L. Edwards, Porterville, Calif (P.O. Visalia, Calif.), construction permit for a new standard broadcast station to be operated on 1590 kc., power of 1 KW and unlimited hours of operation.

X X X X X X X X

RADIO SET PRICES GIVEN 111 COMPANIES

The proporation of newcomers in the radio set field, at least so far as OPA pricing is concerned, continues to increase, according to an RMA analysis of prices issued by OPA through the week of February 15.

One hundred and eleven companies, the Radio Manufacturers' Association reports, including three mail order houses, have obtained prices on radio receivers, and only 38 were in production before the war. OPA officials, however, believe that many of the newcomers are not producing because of unsatisfactory prices.

One of the heaviest schedules of radio set and phonograph prices was contained in the OPA weekly report for the week of February 1. It listed prices on 86 radios and 25 phonographs. Prices had been fixed on 515 radios and 118 phonographs up to February 15th.

X X X X X X X X X X X X

SCISSORS AND PASTE

Acting Chairman Denny Replies to Seven Questions
(William Terrell in "Washington Daily News")

I dropped in on the Acting Chairman Charles R. Denny of the Federal Communications Commission, full of questions on the future of Washington radio and television. Here they are:

1. What is your personal feeling on the sponsorship of "public service" programs? (Broadcasters feel that under present interpretations the moment a sustaining program is sponsored, it must be removed from the list of public service, even though sponsorship might make for better production, wider distribution.)

Mr. Denny discounted such a belief on the part of broadcasters and added: "It stands to reason that a program generally accepted as public service today will be the same tomorrow, regardless of sponsorship.

2. When the President speaks to the nation, his words are carried by all major networks. Shouldn't this be true of Cabinet officers and other top-drawer policymakers?

"In many cases", Mr. Denny said, "I think such talks should be carried by all networks, but that is up to them. They must decide among themselves how such broadcasts are to be handled."

3. In view of the limited range of television and frequency modulation (about 30 miles on the ether), which do you think the Commission will be disposed to favor in allocating channels : networks or local stations?

He dismissed this question entirely, pointing out that any answer he gave would reveal prematurely the trend in Washington's long-overdue monotone television channel allocations.

4. What do you feel is a "good balance" between commercial and public service time on an individual station?

"That question is loaded", he protested, "and with both barrels. I am not going to commit myself - and I don't believe the full Commission would commit itself - to generalize on a question that involves so many individual factors. Each station must be considered as a separate case because of its peculiar factors."

5. Some stations feel that the strength of the radio actors' and musicians' unions protects these groups adequately and that announcements before and after transcribed and recorded shows no longer are needed to identify them as such.

The youthful Chairman answered by pointing out that this long-standing regulation was contested and reconsidered by the Commission less than 18 months ago; that there are no complaints now pending before the Commission, and thus, he had given it no further consideration.

6. Do you favor asking Congress for specific power to pass on radio program content?

"Emphatically no! The Commission has never sought to regulate program content, and does not now intend to do so."

7. Do you think television eventually will be broadcast on the ultra-high frequencies or on the comparatively low frequencies?

"Proponents of black-and-white television have requested the Commission to guarantee that video will remain on the lower band for at least five years, to preclude the possibility of junking receivers designed for low-frequency reception. We have refused. Also, we have refused to uphold allocation of low-frequency channels even for a year, at the request of high-frequency color advocates, to provide time for standardizing all transmissions in that range. We have left it up to the public to decide which type they shall invest in."

Gardner Cowles, Sr. Saw Transition From Telegraph to Radio

(This tribute to Gardner Cowles, Sr., father of Gardner, Jr. and John Cowles, of the Cowles Broadcasting Company, appeared in the "Washington Post")

Gardner Cowles, who died the other day at the ripe age of 85, entered the newspaper field in an era of great transition. The increasing use of the telegraph, telephone, typewriter and improved printing processes at about the turn of the century had made possible the rise of the great metropolitan dailies. The present-day type of syndicate was on its way to success. Advertising of a higher type was beginning to take the place of fraudulent claims and quack-remedy "ads", and in many instances newspaper circulation was mounting to what seemed to be phenomenal figures. It is a matter of public good fortune that Mr. Cowles, who had already become wealthy in banking and investments, turned his interest to the publishing field in this period of sweeping changes when the foundations of modern journalism were being laid. * * *

In Iowa Mr. Cowles is also well known for his generous gifts to educational and charitable institutions. In Washington, he will be particularly well remembered as a Director of the Reconstruction Finance Corporation in the dark days of depression. But it is the Register and Tribune that stands out as the most notable monument to his industry, integrity and keen sense of the public interest.

Nothing Succeeds Like Success

(Danton Walker in "Washington Times-Herald")

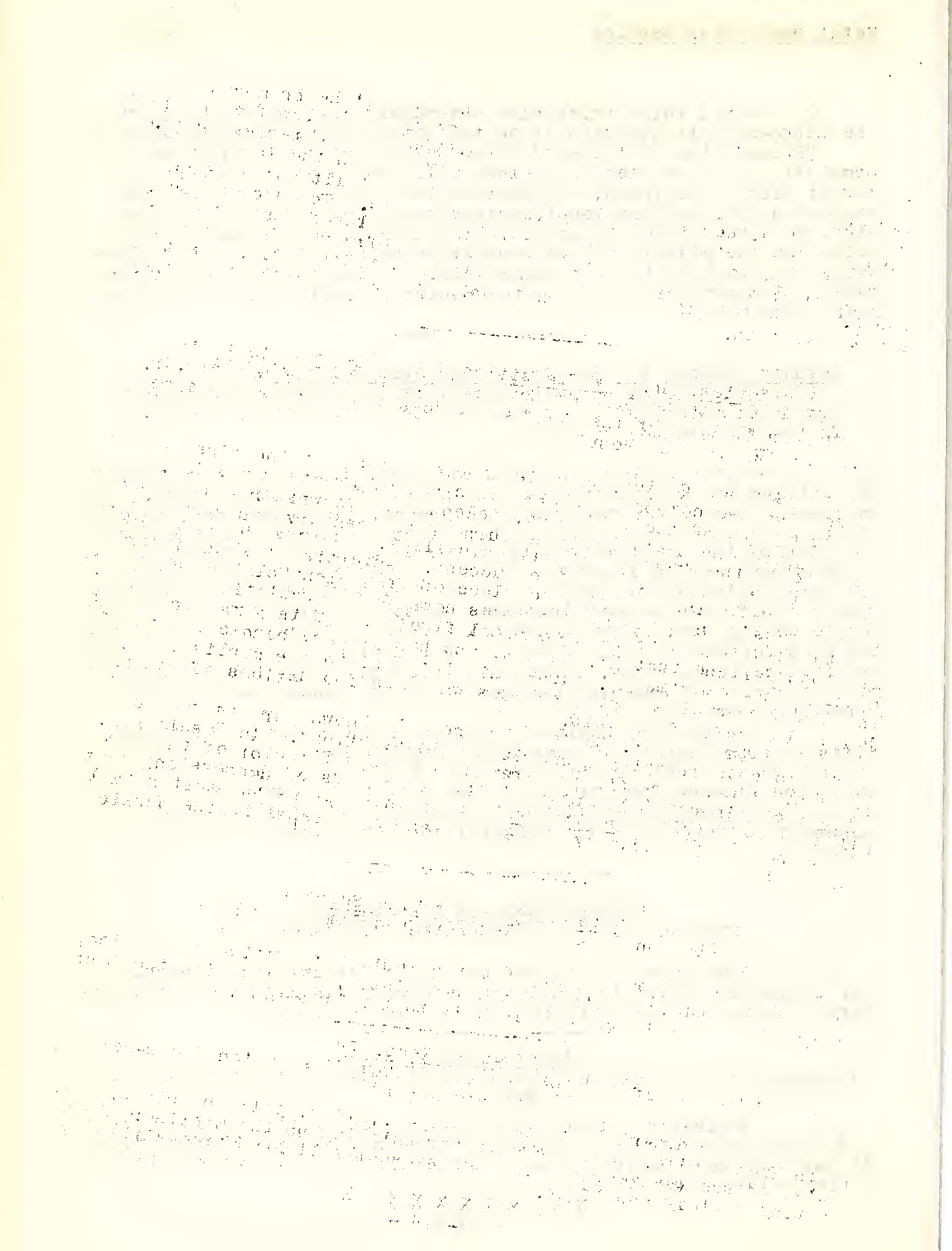
Dave Sarnoff, head of the Radio Corporation of America, may become the nation's top labor mediator, working with the Secretary of Labor but accountable only to the President.

Atwater Kent, Jr.

(Observations of Austine Cassini of the "Washington Times-Herald" at Palm Beach)

Radio-rich Atwater Kent, Jr., lean, tall and blond, like his French wife, taking credit for thinking up the millinery "coup d'etat" she was wearing, made of seashells lighted from within by a tiny battery and light.

X X X X X X X X X



TRADE NOTES

Former Senator Clarence Dill (D), of Washington State, co-author of the original Radio Act, has been mentioned for the post of Assistant Secretary of the Interior.

Arthur W. Page, Vice-President of the American Telephone and Telegraph Company, who was in charge of the initial publicity released on the use of the atomic bomb, in his capacity as former consultant to Secretary of War Stimson, received the Medal for Merit award for outstanding service.

According to his citation, Mr. Page performed extraordinary service to the War Department in many difficult and important assignments.

The report persists, as suggested in these columns several weeks ago, that if Postmaster General Bob Hannegan is forced to retire on account of poor health, he may be succeeded as Chairman of the Democratic National Committee by Paul A. Porter, former FCC Chairman, now OPA head.

Ben Abrams, President of the Emerson Radio & Phonograph Corp., has accepted the chairmanship of the Radio Manufacturers' Association Committee to urge repeal or reduction of the 10 percent Federal radio set excise tax.

E. E. Smallwood, assistant, has succeeded Daniel L. Jacobs as Director of the Radio Unit of the OPA Durable Goods Branch. Mr. Smallwood has been with OPA for about 2 years coming from the Radio Corporation of America Bloomington, Indiana, plant where he was head of the cost control department.

Carleton D. Smith, WRC General Manager, has been named to the Executive Committee of the Greater National Capital Committee. The Committee, under the sponsorship of the Washington Board of Trade, will immediately launch a broad campaign to revive many pre-war activities and to promote tourist and convention business for Washington.

Edgar Morris, Chairman of the Committee and Zenith representative in Washington, revealed that the Committee, along with its other plans, will "explore all possibilities of bringing the 1952 Olympics to Washington".

The Musicians Union in London has notified the British Broadcasting Company that it must use "live" orchestras and bands on its programs. The union and BBC contracted in 1942 for unrestricted use of records after the payment of £1.5 to each musician who performed in cutting a record. Recorded music programs average about fifty a week in the domestic service and monopolize overseas broadcasts.

Edgar G. Herrmann, veteran radio sales and advertising executive and former Assistant Vice President of the Zenith Radio Corporation, has been named Sales Manager of the Westinghouse Home Radio Division.

Mr. Hermann, recently resigned as Sales Manager of the Emerson Radio and Phonograph Corporation, will head all sales activities of the more than 100 distributors and approximately 15,000 retailers handling Westinghouse home radio receivers in the United States, Alaska and Hawaii.

The Federal Communications Commission announced March 5th its final decision (B-209) denying the application for consent to the transfer of control of Wodaam Corporation, licensee of Station WOV, New York, N. Y., from Arde Bulova and Harry D. Henshel, transferors, to Murray Mester and Meyer Mester, transferees.

If atmospheric conditions permit, Former Police Commissioner Lewis J. Valentine of New York, who along with six aides left last week to reorganize the Japanese police for General MacArthur, will continue his "Gang Buster" programs by short-wave from Tokyo. Frank D. Waterman, head of the Waterman Fountain Pen Company, sponsor of the programs, will pay Mr. Valentine for his services while away. Also he presented Valentine with a gold pen and pencil set along with a duplicate set to be presented to General MacArthur.

Four more stations have subscribed to Broadcast Measurement Bureau, bringing total membership to 640 stations and all four major networks. The new subscribers are WWJ, Detroit, Mich.; KBIX, Muskogee, Okla.; KLUF, Galveston, Texas, and KHAS, Hastings, Nebr.

Eugene LeBaron, a Vice President of All America Cables and Radio, Inc., and formerly Vice-President and a member of the Board of Trustees of the Export-Import Bank of Washington, D. C., has been elected a Vice-President of the International Telephone and Telegraph Corporation. Mr. LeBaron will be in charge of I. T. & T.'s operations in Brazil.

Civilian radio sales increased almost 24% in 1945 over 1944 on the basis of Federal excise tax collections tabulated by the Radio Manufacturers' Association from Bureau of Internal Revenue report. Last year's tax collections, amounting to $5,129,295.35, were just over a fourth of those for 1942 when an all-time record of $17,080,819.69 was reached.

Philip F. Frank has been appointed Executive Secretary of the Broadcast Measurement Bureau. He had been in charge of subscriber service, which he will continue to handle.

The Chesapeake Broadcasting Co. has filed application with the Federal Communications Commission for a license for an FM broadcasting station in Washington, D. C. Fourteen applications are now on file for the 11 channels to be granted in the District for FM broadcasting. The FCC will meet March 11th to consider the applications.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

RECEIVED
MAR 15 1946
LEGAL DEPARTMENT

INDEX TO ISSUE OF MARCH 13, 1946

Western Union Starts Radio Changeover; New Style Delivery.....1

Scott Radio To Sell Through Department And Radio Stores.....2

To Test Railroad Radio Through 10 Miles Of Steel Arches.....3

Broadcasting Of Traffic Court Cases To Be Discontinued.....4

FM Verdict Called FCC's Prize Bull; Farmer Out Of Luck.....5

Sylvania Wakefield And Brookville War Plants For Sale.....7
Lew Weiss Of Don Lee To Speak On Radio In L.A. Ad Course.....7

FCC O.K.s Chicago News Transfer; Ralph Atlass Continues.....8
U.S. Is Short 51,000,000 Radio Sets, Bowles Figures.....8

Petrillo Loses Another Round; Congress Deadlock Broken.....9

Sen. White Apparently Mystified At Report He May Join FCC.....10

Capt. Pierre Boucheron Receives French Legion Of Honor.....11

History Of Television Traced Through Sarnoff Speeches.....12
NAB Bolsters Public Relations; Batson Info Director.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1721

March 13, 1946

WESTERN UNION STARTS RADIO CHANGEOVER; NEW STYLE DELIVERY

The much talked of modernization program of the Western Union to build a radio beam telegraph system between New York, Washington and Pittsburgh will be in full swing within the next few months.

By the end of 1946 another radio beam "triangle" will be under way between Chicago, Pittsburgh and Cincinnati, with extensions to Columbus, Toledo and Cleveland. Within a few years telegrams between major cities will travel by radio beam instead of by wire. Radio relay towers will replace thousands of miles of the familiar trunk pole lines and hundreds of thousands of miles of telegraph wire.

Furthermore the Western Union has been granted authority to experiment in Baltimore with a new service in which radio will be utilized to deliver telegrams. Here is the way it was explained to the Federal Communications Commission:

"The plan of operation of this radio telegram delivery system is as follows: The fixed radio station will be located at a cable hut at the south side of the area to be covered by the radio telegraph delivery unit. The mobile station will be placed in a panel body truck or sedan. The fixed station will be remotely controlled from the main office. When the main office receives a message destined to a point within the area served by the mobile delivery truck, the main office operator will call the mobile station by voice operation, and the mobile station will respond, giving the invitation to transmit the message. The main office operator will then transmit the message, and others which may follow, to the truck. The mobile station operator will acknowledge receipt of the messages at intervals, and will transmit replies, or rerouting information to the main office. The truck will be in motion to the next delivery point while transmitting or receiving messages, and in thus moving continuously throughout the area, the distance travelled and the delay to message delivery will be reduced. It is planned to experiment with both facsimile and teleprinters as a means of handling messages."

The super-high frequency waves to be used travel in straight lines through the air. To overcome the curvature of the earth, the beam must be projected from tower to tower. From 60 to 120 feet in height, these relay towers will be located on hills and mountains as far as 50 miles apart.

This system will further improve the quality, dependability and speed of telegraph service. It will reduce interruptions due to ice and wind storms and falling trees. Since, in the micro-

wave region, atmospheric static does not exist, the radio beam system will be free from any electrical disturbances. The cost of the program over a seven-year period will be less than the amount required for maintenance and reconstruction of the pole lines to be replaced.

Carrier telegraph equipment, already used to provide many landline circuits, will be used on the radio beam system to provide a large number of telegraph channels. This equipment, which makes it possible to send 144 messages simultaneously in each direction over a single pair of wires, will be installed at the following cities by the middle of this year: Dallas and Los Angeles; Kansas City and Omaha; Philadelphia and Washington; Wheeling and Pittsburgh. By the end of 1946 carrier installations will be complated at Atlanta, New Orleans, Houston, Boston and Hartford.

By use of the carrier systems it is possible to send as many as 1,080 messages on one radio beam. Telegrams may be sent over the radio beam by automatic printing telegraph methods, or by Telefax, the facsimile transmission method.

As a part of the same modernization plan, reperforator switching systems, which will speed up telegraph service, will be installed over a period of several years in 23 key cities over the nation. Telegrams will flow between these cities without intermediate manual handling, and will be automatically relayed to areas around these cities. The reperforator unit may be compared with a railroad yard where an incoming through train is switched by a dispatcher to the proper destination.

New reperforator installations will be completed in 1946 at Philadelphia and Cincinnati. An installation will be started at Los Angeles, and present equipment will be supplemented at Atlanta, Dallas, St. Louis, Oakland, Cal., and Richmond, Va. Western Union's new push-button switching method will be used in the Philadelphia and Cincinnati units, so that telegrams received at a reperforator switching station may be relayed to the final destination simply by pressing a button.

X X X X X X X X X X

SCOTT RADIO TO SELL THROUGH DEPARTMENT AND RADIO STORES

Changing its plan of distribution Scott Radio Laboratories, Inc., of Chicago, makers of higher priced sets which was formerly through its own organization, will avail itself of department, music and radio stores in 150 cities. Among those who will handle Scott radios in New York City will be B. Altman & Company and W. and J. Sloane.

Ernest J. Halter, Vice-President in Charge of Sales, said the company was in production on its middle-price line with an OPA price on one model of $937.50. The price of the low-cost models will start at approximately $595, while the top line will start at $1,750.

X X X X X X X X X

TO TEST RAILROAD RADIO THROUGH 10 MILES OF STEEL ARCHES

Executives and communications engineers of more than twenty railroads and the Ford Motor Company are to participate in a special demonstration March 19-21 in Detroit of high-frequency railroad radio communications, which will highlight a series of extensive tests being conducted by the Detroit, Toledo and Ironton Railroad in association with the Farnsworth Television & Radio Corporation of Fort Wayne, Ind.

For the tests, which are designed to gather important technical and operating data on the use of mobile radio communications in railroad and industrial freight yards and terminals at the very high frequencies in the 158-162 megacycle band recently assigned for railway use by the Federal Communications Commission, transmitter receiver equipment has been installed in the D. T. & I. yardmaster's office at Flat Rock, Michigan in the car of a steam locomotive, and in the cab of a Diesel locomotive. A "satellite" transmitter-receiver station has been erected in the area of the Ford Motor Company Rouge plant, Dearborn, sixteen miles north of Flat Rock. The satellite unit is unattended, and is used to extend the range of the yardmaster's primary transmitter at Flat Rock, as well as to eliminate "dead spots" caused by terrain or structural obstructions in the line-of-sight path of high-frequency wave radiation.

One interesting phase of the demonstration will be the passage of the locomotive and coach through a ten-mile series of steel-reinforced conceret overhead arches, standing at 300-foot intervals along the track between Flat Rock and the Ford plant. While these arches could be expected to interfere seriously with the reception and transmission of standard broadcast signals, Farnsworth engineers say the new high-frequency technique will operate here with 100 per cent intelligibility.

During the demonstration, the Diesel locomotive will proceed from Flat Rock to the Detroit area, maintaining two-way communications with the yardmaster's office and with the steam locomotive.

The satellite technique, using frequency-modulation (FM), was developed last Fall by Farnsworth engineers. With the satellite station connected to the central yardmaster station by "wire line", information transmitted from Flat Rock is broadcast simultaneously by the satellite equipment. Train crews operating the locomotives in the Dearborn area, in the Flat Rock switching yards, or along the lines between, are thus able to maintain constant two-way voice communications with the yardmaster's office, since, when they leave the primary area of broadcast coverage by the central station, they transmit or receive signals via the satellite station.

Another new radio technique to be demonstrated, according to William G. Clinton, D. T. & I. communications engineer, is the use of an induction radio "line" between the Flat Rock station

and the satellite. With the railroad telephone lines between the two points in constant use, means had to be developed to take advantage of the lines without interfering with conversations being carried by them. Special induction systems and circuits, which impose the signal on the outside of the wire, have solved the problem, and the first public use of this new induction-satellite technique is a part of the tests.

This use of induction circuits to control fixed stations along a railroad right-of-way, providing a hitherto unobtainable flexibility and thoroughness of coverage, will have wide application in the railway and other land surface transportation fields, Mr. Clinton believes.

The demonstration also is intended to illustrate the most effective methods by which mobile radio techniques enable yardmasters to keep in constant communication with all locomotives operating under their direction throughout an area of intense hauling and switching activity.

X X X X X X X X X X

BROADCASTING OF TRAFFIC COURT CASES TO BE DISCONTINUED

Daily broadcasts of Traffic Court in Washington, D. C. will be discontinued soon, pursuant to the new rules of criminal procedure for District Court, prescribed by the Supreme Court and approved by Congress.

Chief Judge George P. Barse, of Municipal Court said a meeting of the judges would be held to determine just when the broadcasts will be stopped. The Bar Association approved a resolution in April, 1945, recommending discontinuance of the broadcast.

A report in the District Bar Association Journal this m month by John F. Hillyard, member of the Bar Association's committee on relations with the municipal court, quoted the pertinent rule regulating conduct in the court room as follows:

"The taking of photographs in the courtroom during the progress of judicial proceedings or radio broadcasting of judicial proceedings from the courtroom shall not be permitted by the court."

In his report Mr. Hillyard described as "very debatable" the question of whether the stated purpose of the broadcasts - to educate the general public, especially visitors to the city, relatives to the traffic regulations so that violations would decrease - has been accomplished.

Mr. Hillyard added, "It has also come to my attention that many defendants do not come to court in defense of charges made against them because they do not wish to take the chance of their case being broadcast. I know of others who called on employees at the courthouse and begged that their case be called after the broadcast period had been concluded."

X X X X X X X X X X

FM VERDICT CALLED FCC'S PRIZE BULL; FARMER OUT OF LUCK

Apparently not having heard that the war about moving FM upstairs is supposed to be over now that the Federal Communications Commission has stood by its original order, Major Edwin H. Armstrong, inventor of FM, and Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, continue to attack the Commission's decision with renewed vigor. Major Armstrong declares the controversy will be put up to the Broadcast Engineering Conference at Columbus the latter part of the month and challenges the FCC engineers to appear there and defend their findings.

Says the Major:

"The Commission's report denying the Zenith Radio petition to retain the low FM band, virtually admits that its Engineering Department has made one of the colossal mistakes of radio history. The statement 'There is nothing whatever in the present proceeding which casts any doubt upon the ability of the FM stations in the 88 to 108 megacycle band to render a superior interference-free and static-free service over ranges of sixty miles, and perhaps in excess thereof' makes this quite clear.

"Of course the FM 100 megacycle band will go sixty miles. That was known eight years ago when I was developing FM on the only band available to me then, namely, the 117 megacycle band. But the question here involved is which is the best band. FM has demonstrated and is demonstrating every day that it will go over a hundred miles on the old band and cover two to three times the area of the new one. Why move it to where it will go sixty miles?

"The reason the Commission gave when it first moved FM was the superior rural service of the higher band, based on the theoretical calculations of a Commission engineer, K. A. Norton. Those calculations were disproved by Zenith's and the Commission's own measurements, but the Engineering Department of the Commission has evidently chosen to ignore them to maintain a previously taken but now untenable position.

"In addition to the refusal to face the plain implications of the tests, the report is full of mistakes of technical facts which would be amusing were their effects not so serious to the public. These errors will be laid bare at the round table discussion on March 23rd at the Broadcast Engineering Conference at Columbus, Ohio, which is sponsored by Ohio State University and the University of Illinois. It is now in order to challenge the responsible members of the Commission's engineering staff to appear at this Conference and substantiate the technical findings of this report, which will have a profound effect on radio history for years to come.

"Controversies concerning the laws of nature are never closed until the facts come out. The only way the facts in this situation can be suppressed is by shutting down the present 40 mega-

cycle stations before the comparative performance of the two bands can be observed in actual practice by engineers and the public alike."

Commander McDonald countered the FCC decision with:

"This report of the Federal Communications Commission requires no answer. If understood, it answers itself.

"What is not generally knownis that the Commission, itself, requested Zenith to file this petition, after the Commission had received the startling results of its own tests at Andalusia, Pennsylvania, and of tests Zenith conducted at Deerfield, Illinois. These tests showed definitely that the 100 mc band, to which the Commission has assigned FM, cannot render a good rural service, but that the 50 mc band can and does.

"Erasing the technical whiskers, the report reveals the following facts:

"First: the Commission has ignored the first actual, extensive field tests ever made of FM on the 50 mc and 100 mc bands, which show that FM will be crippled if left on the 100 mc band exclusively;

"Second: the Commission has again acted on the theories of its own employee, K. A. Norton, and ignored the advice of seven distinguished scientists, all of whom recommended that FM be assigned to the 50 mc band. These scientists are: Dr. J. H. Dellinger, Chief of the Inter-Service Radio Propagation Laboratory of the U.S. Government; Dr. Harland T. Stetson, Director of The Cosmic Terrestial Research Laboratory of Massachusetts Institute of Technology; Dr. Charles H. Burrows, Chairman of the Radio Wave Propagation Committee of the U. S. National Defense Research Council and Chairman of the Radio Wave Propagation Committee of the Institute of Radio Engineers; Dr. Harold H. Beverage, Associate Director of RCA Laboratories and Vice President of R.C.A. Communications; Dr. Greenleaf W. Pickard, Consulting Engineer, and specialist in radio communications, past President of Institute of Radio Engineers, inventor of Radio Compass; Stewart L. Bailey, Consulting Engineer and member of Radio Wave Propagation Committee of Institute of Radio Engineers; and Dr. E. H. Armstrong, Inventor of the Regenerative, Super-Regenerative, and Super-Heterodyne radio circuits and Inventor of FM.

"Third: the Commission has strengthened the relative monopoly that now exists in broadcasting.

"The report, by using a mass of technical verbiage, conceals the following fact:

"It is universally conceded that the farmer and the rural resident will not get television. This decision means that they will not get FM either."

X X X X X X X X X X

SYLVANIA WAKEFIELD AND BROOKVILLE WAR PLANTS FOR SALE

The War Assets Corporation is offering for sale or lease to be changed over to peace production, properties operated by Sylvania Electric Products, Inc. during the war at Wakefield, Mass. and Brookville, Pa. geared for production of radio tube mounts.

The Wakefield plant, with a rated capacity of 500,000 mounts per month, consists of a four-story building with reinforced concrete foundation and brick masonry walls and a total floor area of of 26,250 sq. ft. The building is serviced by two elevators. Attached to the main building is a frame structure which serves as a truck well and loading platform.

The main building of the Brookville plant is a one-story structure of hollow tile and wood which, together with an extension building of concrete block masonry, covers a floor area of 24,800 sq. ft. A cafeteria and addition occupies 14,400 sq. ft.

Both plans are specially equipped with electrical measuring devices, stem shaper machines, multi-pass spray machine, Bostich machines, bulb cutting machines, and like devices. Several items of machine tools and numerous items of furniture and fixtures also are included. Utilities are furnished by local concerns, and railroads and highways are located near each plant.

Complete details on the Wakefield plant are available at the War Assets Corporation regional office, 10 P.O. Square, Boston, Mass. Specific information on the Brookville plant may be secured at the War Assets Corporation regional office, Federal Reserve Bank Building, Cleveland, Ohio. General information is available at any War Assets Corporation regional office.

X X X X X X X X X

LEW WEISS OF DON LEE TO SPEAK ON RADIO IN L.A. AD COURSE

Lewis Allen Weiss, Vice President and General Manager of the Don Lee Broadcasting System, will have a part in the new "Advertising In Action" course to be sponsored by the Los Angeles Advertising Women, which began last week.

Mr. Weiss, in behalf of radio advertising, will speak to members of the project at the May 1 meeting, in collaboration with Robert O. Reynolds, Vice-President and General Manager of KMPC, and President of the Southern California Broadcasters' Association. Mr. Weiss' subject matter will relate to the network station, production, program preference, and television.

The course, which will feature distinguished representatives from each specialized advertising field, is designed to present a general survey of advertising as it is practiced.

X X X X X X X X X X

FCC O.K.S CHICAGO NEWS TRANSFER; RALPH ATLASS CONTINUES

Although it was thought some technicalities might have to be ironed out, the Federal Communications Commission gave its approval to the sale of 42% in Station WIND, Chicago, by Ralph L. Atlass and members of his family and others, to the Chicago Daily News, of which John S. Knight is publisher. It was one of the first official transactions participated in by the new FCC Acting Chairman Charles R. Denny.

Mr. Atlass, who recently sold Station WJJD in Chicago to Marshall Field, and is a pioneer in the radio business, will continue as General Manager of WIND. This is the second radio venture of Mr. Knight, who several months ago purchased a half-interest in WQAM at Miami, where he is also the publisher of the Miami Herald.

The amount involved in the WIND sale was $1,641.20 per share for 499 shares - $818,958.80 - plus 3% per year of sales price from closing date to Dec. 16, 1946.

Of the 499 shares of WIND stock transferred, 357 are owned by Mr. Atlass, Manager of the station and principal stockholder in WLOL, Minneapolis. Others being sold include 55 held by his son, Ralph Lewis; 32 by his daughter, Pauline Marine; 33 by John T. Carey, WIND Sales Manager; 20 by Mrs. Mabel Walker Willebrandt, Washington attorney and former Assistant Attorney General; and one each by Miss Lou Wittal, Mr. Atlass' secretary, and Milton Dreyfus.

A 38% interest is still held in WIND by Philip K. Wrigley, chewing gum manufacturer and 20% by H. Leslie Atlass, brother of Ralph, Chicago Vice-President of the Columbia Broadcasting System, and General Manager of WBBM, Chicago.

X X X X X X X X X X

U.S. IS SHORT 51,000,000 RADIO SETS, BOWLES FIGURES

In a radio talk, Chester Bowles, Director of the Office of Economic Stabilization, said last Saturday:

"How many new cars and washing machines and so on does this country need? Well, I don't think anyone has the real answers. But I can tell you approximately how many we have not made in the last four years, while we were so busy making guns and tanks. If this country had gone on producing and buying passenger cars and washing machines and vacuum cleaners at the same rate these things were produced at in 1941, we would have bought something like thirteen million passenger automobiles - thirteen million refrigerators and seven-and-a-half million washing machines . . .

"I could go on like that - right down a sizeable list - fifty-one million radios - a hundred and two million clocks and watches and so on....."

X X X X X X X X X X

PETRILLO LOSES ANOTHER ROUND; CONGRESS DEADLOCK BROKEN

The House of Representatives after being deadlocked for 12 days, administered another overwhelming rebuke to J. C. Petrillo, President of the American Federation of Musicians, Tuesday in ordering the bill introduced by Representative Lea (D), of California, which would curb the demands Petrillo has been making on the broadcasters referred to a Senate-House Committee to reconcile the differences between it and a milder bill introduced by Senator Vandenberg (R), of Michigan, which the Senate passed last year.

The Lea Bill would make it unlawful for a station to be forced to hire musicians in excess of the number needed, for broadcasters to yield to union bans upon broadcasting educational programs or to yield to the Petrillo prohibition against the broadcasting of programs originating outside of the United States. The Vandenberg bill confined itself to prohibiting any interference by the Musicians Union with educational broadcasts and was aimed at Petrillo for halting the broadcasts of amateur boy and girl student concerts of the Summer Camp at Interlochen, Mich.

Representative Marcantonio (ALP, New York, who held up the action in Congress and prevented the Lea Bill from going to conference, objected Tuesday to the recent 159 to 23 vote of the House passing the Lea measure on the ground that it was not a record vote. Mr. Marcantonio pleaded with the Members to go on record, pointing out that the bill was passed by a teller vote, with the names of Members not being recorded. He told the House:

"If you want this kind of legislation, stand up and be counted on the bill, the most sweeping antilabor legislation ever to come before this House."

Accordingly there was a record vote when the question came up on referring the Lea Bill to conference resulting in the 309 to 39 vote. Those voting nay (which was the equivalent of favoring Petrillo or organized labor) were Representatives: Bailey, Barrett, Pa., Biemiller, Bradley, Pa., Bunker, Celler, Delaney, James J., Delaney, John J., Gallagher, Geelan, Gordon, Gorski, Granahan, Green, Havenner, Healy, Heffernan, Hoch, Hook, Kee, Klein, Lane, Link, Lynch Madden, Marcantonio, Morgan, Neely, O'Brien, Mich., O'Toole, Patterson, Pfeifer, Philbin, Price, Ill., Rowan, Sabath, Sadowski, Savage, and Starkey.

In defending his position Tuesday, Representative Marcantonio declared:

"I sincerely believe that legislation of this character which is so sweeping as to provide, fir the first time in the history of this Government, imprisonment of men who go out on strike, should not pass this Congress without a record vote. If any musician or other employee of a broadcasting company should go out on strike, he would be subject to imprisonment under the provisions of this bill. I, for one, will not vote to imprison any worker

who exercises his inalienable right to strike. So I do hope the Members of this House who are for this kind of legislation, as well as those who are opposed to it, will stand up on this test and be counted by a record vote. If you want this kind of legislation, let the American people know where you stand."

X X X X X X X X X

SEN. WHITE APPARENTLY MYSTIFIED AT REPORT HE MAY JOIN FCC

If Senator Wallace White (R), of Maine, Senate Minority Leader, has any idea that he is to succeed the late Commissioner William H. Wills, of Vermont, as a member of the Federal Communications Commission or has any desire to succeed him, one did not get that impression in talking with him. In fact, Senator White, who is ranking minority member of the Senate Interstate Commerce Committee, which handles radio and communications matters, seemed about as mystified as to how such a report got started.

The question immediately raised was why, unless Senator White, who is now 69 years old and who has been in the Senate for sixteen years, might want to take it a little easier he should want to leave there for a position of lesser importance, especially since the salary is the same - $10,000 a year. While the FCC appointment would be for 6 years, the Senator's present term still has three years to run with an excellent chance of re-election if there is a Republican trend by that time as most everyone seems to believe there will be. Also, there is a good chance of the senatorial salaries being boosted up to $15,000 to $20,000 a year with maybe a retirement pension.

So, although Senator White is admirably fitted for the position, having been the co-author of the original Radio Act and the Senate's outstanding radio and communications authority, it hardly seems logical that he would step out of the Senate for the FCC. Senator White refused to make a statement, evidently feeling that the situation did not justify it. However, he did remark that he did not think there was any occasion for him to talk about a job which had not been offered to him.

Commenting upon a likely FCC appointment, the Washington Post said:

"The vacancy in the Federal Communications Commission created by the recent death of Judge William Henry Wills calls with peculiar urgency for a merit appointment. The FCC is one of those bodies which Congress decreed should be bipartisan. It happens, therefore, that party affiliation must be taken into account, and in this instance membership on the Commission must go to someone who is at least nominally a Republican. Beyond this, however, we think that political considerations should not enter into the selection.

"The Commission itself, we should think, would be the logical place to look for Judge Wills' successor. Surely it has

among its personnel men at once skilled and thoughtful, equipped by training and by demonstrated devotion to the public interest for the difficult assignment which membership in the FCC imposes. The selection of a man from the ranks would be, moreover, a healthy encouragement to the merit system."

X X X X X X X X X

CAPT. PIERRE BOUCHERON RECEIVES FRENCH LEGION OF HONOR

Capt. Pierre H. Boucheron, U. S.N.R., now Director of Public Relations for the Farnsworth Television & Radio Corporation, has been awarded the Legion of Honour, rank of Chevalier, by the French Government for distinguished service during the liberation of France.

Vice-Admiral R. Fenard, Chief of the French Naval Mission in the United States, has advised Captain Boucheron of the honor, at the same time forwarding the distinctive Legion of Honor medal and diploma and an official citation signed by former French President Charles de Gaulle, Minister of Foreign Affairs Georges Bidault, and Navy Minister Jacquinot.

The citation praises Captain Boucheron for "his outstanding services as Communications Officer for the Commander of American Naval Forces in France, and the skillful and unfailing support which he devoted to the organization and efficiency of the communications branch of the French Navy during the course of combined operations against the common enemy."

A personal letter from Admiral Fenard, accompanying the award, states: "Please accept my warmest congratulations for this decoration which shows our gratitude for the part you have taken in the liberation of France and the assistance you have always given to our forces."

Captain Boucheron, a veteran of naval service in World War I, was called to active duty in July, 1941, as a Lieutenant Commander and was sent to Greenland to establish a communications base. In July, 1943 he was ordered to Casablanca to be Communications Officer for the Moroccan Sea Frontier, and in September, 1944, he was transferred to the staff of the Commander of Naval Forces in France, as Communications Officer under Vice Admiral Alan G. Kirk.

On June 30, 1945, this command was dissolved and Captain Boucheron returned to the United States to transfer to inactive status and to resume his business career with the Farnsworth Corporation. Prior to the war, Captain Boucheron had been Farnsworth General Sales Manager since the inception of the Corporation in 1939, and previously had been with the Radio Corporation of America for twenty years.

Captain Boucheron was born in Paris and received his early schooling in France.

X X X X X X X X X X

HISTORY OF TELEVISION TRACED THROUGH SARNOFF SPEECHES

"Pioneering In Television - Prophecy and Fulfillment", a hundred page brochure has just been compiled by the Radio Corporation of America's Department of Information from speeches and statements made by Brig. Gen. David Sarnoff. In a foreword Gen. J. G. Harvord, RCA Chairman, writes:

"The purpose of this booklet is to bring together General Sarnoff's statements on radio's latest development - television - so that they may serve as a historic record of progress in the face of many obstacles, a challenge to the imagination of youth and a chart for the future of television as a service of entertainment and information to the American people. His prophecies have become realities. * * *

"The Television Broadcasters' Association at its first Annual Conference on December 12, 1944, presented General Sarnoff with the following citation: 'For his initial vision of television as a social force and the steadfastness of his leadership in the face of natural and human obstacles in bringing television to its present state of perfection. The Committee on Awards wishes to call him The Father of American Television.'"

Of unusual interest are the forty or more illustrations of the brochure virtually a photographic history of television.

X X X X X X X X

NAB BOLSTERS PUBLIC RELATIONS; BATSON INFO DIRECTOR

The National Association of Broadcasters which in the past apparently has had difficulty in establishing a first class news bureau, has appointed Charles A. Batson head of a newly established Department of Information. This will take the place of the old NAB News Bureau. There is yet to be named a Director of Public Rela- Relations who will be in charge of the Information Department.

Mr. Batson was just recently released from the Army where he had the rank of Major. He served with distinction in ETO and in North Africa and Italy. Going in on the original North African invasion, he became a radio public relations officer. Shortly thereafter, he and Major A. M. Warfield set up the first system of voice-casting, by which means war correspondents filed their copy over radio circuits to New York. Major Batson was one of the first to use the wire recorder for front line combat reporting which was introduced by Kirby in North Africa in 1943 when he was Chief of the Radio Branch of the War Department. Batson wrote and produced many broadcasts, including the North African portions of the Army Hour. Upon relief from two years duty overseas, he was named Executive Officer of the Radio Branch in the War Department.

He had a wide experience in radio station operation, as a program manager, news editor, and special events man, before entering the Army in 1941.

X X X X X X X X X

SCISSORS AND PASTE

Congress After Petrillo's $20,000,000 Squeeze, Not Labor
("New Bedford Standard-Times")

Petrillo has compelled broadcasting stations, as a condition of having any music, to "hire" more musicians than they need, and to pay these "standbys" who may not even put in an appearance at the studios. The amount of the tribute thus exacted from broadcasters has been estimated at $20,000,000 a year.

He has discouraged the advancement of radio by insisting that where music is broadcast through two outlets - the usual one and Frequency Modulation - twice the necessary number of musicians be "employed", even though halfof them give no service.

He has decreed that no member of his union may participate in television broadcasts. He has forbidden stations to broadcast programs by boy and girl school orchestras, and has directed that a "standby" must be paid whenever a union member plays outside his own area.* * *

More recently this Hitler issued an order that no musical programs originating in any foreign country except Canada could be broadcast by any American radio station. Thus music-lovers in the United States were denied the privilege of listening to music played by the leading orchestras of other nations. A comparable act of tyranny would be to prohibit Americans from reading books from other countries.* * *

The Lea Bill, which passed the House by a decisive vote of 222 to 43, was drafted to put an end to such practices which, in the words of one Representative, constitute a "deliberate violation of every principle and guaranty of freedom and common decency."

The Lea Bill is, as the preamble states, a bill for "the integrity of the nation" - for the protection, against infringement by a Hitler, of the rights of the people of 34,000,000 American homes who rely upon the radio for entertainment and programs of educational and cultural value.

There is not the slightest excuse for classifying the Lea Bill as a labor bill, much less an anti-labor bill. Petrillo does not represent labor. On the contrary, he misrepresents it.

Petrillo, by clever manipulation, has found loopholes in present laws that have enabled him to become a Hitler in all things pertaining to music. The Lea Bill will go a long way to correct this evil and clip this Hitler's wings.

BBC Gives Churchill Speech the Brush-off
(John O'Donnell in "Washington Times-Herald")

On the question of Private Citizen Churchill, a gentleman who signs himself Christopher Cross, public relations manager in New York City of British Broadcasting Corp., thinks that our report was incorrect or incomplete on B.B.C.'s handling of Churchill's important speech at Westminster College, at Fullton, Mo.

We pointed out that Churchill's speech was not broadcast to the United Kingdom from the scene of its Missouri delivery as had all his other major addresses made here.

London offices of newspapers and radio chains cabled that they had been swamped by British queries asking how they could hear Churchill.

B.B.C.'s Cross reports that the United Kingdom government-controlled radio network did make a recording of the hour long speech on its delivery and "that evening rebroadcast 20 minutes of speech which contained most important sections."

Says B.B.C.'s Public Relations Manager Cross: "We received no orders not to rebroadcast Churchill's Missouri speech. It was not broadcast on delivery because Mr. Churchill is a private citizen and no longer a spokesman for the government of the United Kingdom."

"Life" Sizes Up Burt Wheeler

Appraising Senators up for re-election this year, "Life", of March 11th, says of Senator Burton K. Wheeler, (D), of Montana, Chairman of the Interstate Commerce Committee, which also handles radio:

"Was once a crusader, helped expose Daughterty's gang in 1924. He was against both World War I and World War II. He still has a blustering temper, is still a master at debate and parliamentary maneuver, still does effective work on the Interstate Commerce Committee (railroads, radio). His present campaign: opposition to the Missouri Valley Authority. Opinion: "Valuable public servant. Highly emotional so his judgment is sometimes warped. Every Administration should have a powerful critic and every Senate a continual opponent. The Senate should not be without him."

Anticipates Radio Weariness

(Edgar Kobak, President of the Mutual Broadcasting System in "1946 Radio Daily Annual")

"There is a possibility that the public may become radio-weary. So here we have another responsibility, to make radio so new, so fresh, so different, so interesting, that people will not tire of it. Until then we will find that the great impact which we expect we can exercise upon the eager, hungry groping minds of a war-weary population will merely fizzle.

Radio Repairmen Have Chance of a Lifetime

(Bob Almy in "Sylvania News")

Our latest Sylvania Continuing Survey indicates that of the total new radio sets which the public expects to buy about 40% will represent additional sets over and above those now owned. Slightly more than 50% will be bought to replace existing sets. These figures should be very interesting and important to radio repairmen.

X X X X X X X X X X X X

TRADE NOTES

A subscriber writes:

"It looks as though David Sarnoff of RCA did a great job in negotiating with the unions in the New York strikes - more power to him. I've always said, that in my opinion, Sarnoff is one of the greatest negotiators we have in this country. "Don't ever forget that he is the one that put over the German reparations' negotiations after Owen D. Young, Morgan and all the rest had failed. He, alone, with Schact brought in the signed agreement."

A. C. Urffer is the new Director of Industrial Relations of the Federal Telephone and Radio Corporation. Mr. Urffer joined Federal Telephone in 1944 and previously had been associated with the management consulting firm of Stevenson, Jordan and Harrison, New York, and before that was an engineer with the General Electric Company.

The Fort Industry Company, of Toledo, Ohio, of which Commander George B. Storer is President, and J. Harold Ryan, Vice-President and General Manager, has filed an application with the Federal Communications Commission for a commercial television station to operate on channel No. 13.

The United States now has, over the Bell System facilities, about three times as many direct radio telephone circuits to other countries as Great Britain, the nearest competitor, Walter S. Gifford President of the American Telephone and Telegraph Company reports.

The first post-war television conference to be conducted by the Television Broadcasters' Association, Inc., will take place at the Waldorf-Astoria Hotel, New York, on Monday and Tuesday, October 21 and 22nd.

Prime highlight of the two-day session will be the first exhibit of latest television equipment - receivers, transmitters, cameras and studio accoutrements - to be shown to the industry under one roof.

George L. Artamonoff and Paul F. Schucker have been appointed Deputy Managing Directors of the RCA International Division.

Mr. Artamonoff was formerly President of Sears International, Inc., a subsidiary of Sears Roebuck & Co., Chicago. Mr. Schucker, served for thirteen years as Research Manager of the international banking firm of Speyer & Co., and for eight years as President and Director of the New York and Foreign Investing Corporation.

Howard L. Hausman, Senior Attorney in the Legal Department of the Columbia Broadcasting System, was named Director of the company's newly created Personnel Relations Department.



During the past year, substantially lower radio-telephone rates were established with European and Far Eastern countries, similar to the reductions made to Caribbean and South American areas in 1944. For example, the rate for a three-minute conversation between New York and London has been reduced from $21 to $12.

****

"Have you tried working to Music?" is the title of an article in the March 1946 Reader's Digest.

One of the first copies of a new bi-monthly scientific journal covering theoretical and experimental research in physics, chemistry and other fields, edited by the Research Laboratory staff of N. V. Philips Gloeilampenfabrieken of Eindhoven, Holland, has been received by Dr. O. S. Duffendack, President of Philips Laboratories, Inc., affiliate of N. V. Philips, at Irvington, N.Y.

Volume 1, Number 1, which has just arrived in this country contains papers on: Theory of the elastic after-effect and the diffusion of carbon in alpha-iron; The current to a positive grid in electron tubes (in two parts) - 1. The current resulting from electrons flowing directly from the cathode to the grid. 2 - The current resulting from returning electrons; and The ratio between the horizontal and the vertical electrical field of a vertical antenna of infinitesimal length.

The new Chicago offices of the American Broadcasting System located on the north wing on the Opera Building, 20 North Wacker Drive, occupy 10,000 square feet of space.

ABC studios are still located on the 19th floor of the Merchandise Mart.

Philco Television Station WPTZ, first in Philadelphia to do so, returned to the air last Friday on the new FCC frequency channel.

A new television studio has been set up on the 24th (top) floor of the Architects Building, 17th and Sansom Streets, in the heart of downtown Philadelphia."

Five hundred million records will be turned out by the phonograph industry this year, William C. Speed, President of the Audio Devices, predicts.

"Mr. Speed declared that, with the marked improvement in raw materials supplies, release of the huge pent-up demand for recording in homes and schools should lift the industry into one of the major branches of the electrical field.

QST, national monthly journal of amateur radio operators, has been selected as recommended reading for radio-inclined high school students by Laura K. Martin, Chairman of the Evaluation Committee of the American Association of School Librarians.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

LEGAL DEPARTMENT
RECEIVED
MAR 29 1946
A.M. P.M.

INDEX TO ISSUE OF MARCH 27, 1946

U. S. Standards Bureau Expands; New Radio Time Service, Etc..... 1
Colonel McCormick Gives Generously to Northwestern University..... 2
OPA Told How Full Radio Set Production Can Be Started..... 3
High Court to Rule on Watson, Dodd, FCC, Lovett Ouster..... 4
Governor Would Have Station Closed; Alleges Slander..... 5
WOL and MBS Present Truman with Army Band Recordings..... 5
Capitol Sees Plane "Battle" Over Baltimore by Airborne TV..... 6
To Try Out All Purpose Multi-Unit Radio, TV, FM Tower..... 7
Intended Radio Tube Plant Property to be Sold by U. S..... 7
Cowles and Ray Henle to Washington News Staff..... 8
Radar Equipment for Reaching Moon Developed by Sylvania..... 8
Japs May Be Allowed To Export Radio Sets & Tubes..... 8
Price Increase Allowed on Four Auto Radio Receivers..... 9
Congress Cracks Down on Petrillo; His Worst Defeat Looms..... 9
Carleton D. Smith Cited For War Duty; Staff Members Also.....10
RCA Proposes 30¢ Word Telegraph Slash to Entire World.....11
U. S. Would Broadcast Uncensored News to Soviet.....11
British Television to Resume Probably in June.....11
CBS Believes Adopting Color TV Now Would Save Millions.....12
Scissors And Paste.....13
Trade Notes.....15

No. 1722

March 27, 1946.

U. S. STANDARDS BUREAU EXPANDS; NEW RADIO TIME SERVICE, ETC.

Having been entirely occupied with war work the National Bureau of Standards in Washington is rapidly readjusting itself to peacetime projects. Steps are being taken to provide an accurate new radio time service to the nation. This is being done in cooperation with the U. S. Naval Observatory.

A new ionosphere disturbance warning service has been added to the Bureau's radio station WWV.

In order to broaden the scope of the work of the Standards Bureau Ordnance Development Division, an electronics section has been set up to handle projects not necessarily related to ordnance devices. The work of the new section includes electron tube research and development, application of electronic circuits, and radiation.

With regard to the new radio time service the basic astronomical observations, which, by definition, fix time by reference to the passage of certain stars, are normally made in terms of the readings of astronomical type precision pendulum clocks maintained at the Naval Observatory. The standard emissions of radio frequency from station WWV of the Bureau are based on a group of quartz-crystal oscillators that maintain their period of vibration with exceedingly high accuracy.

With the new arrangement these oscillators serve, in conjunction with the pendulum clocks, to bridge over the intervals between the time the stellar observations are made and the time for the emission of the standard radio time signals. Observational and experimental irregularities are thereby smoothed out to a large extent, and as a result the signals broadcast by the Navy Department have been much less variable from day to day since the new plan became effective.

As to the new service broadcasting warnings of expected disturbances in radio propagation conditions if a warning has been issued that radio propagation disturbance is anticipated or is in progress over the North Atlantic path, the time announcement in the Standards Bureau's station WWV is followed by the sending of six "W's". If conditions are quiet or normal, the time announcement is followed by eight "W's".

The new electronics section aims to assist the entire Bureau in the development, design, or specification of measuring and control equipment employing electron tubes. It is believed that this service by experienced personnel will prove of value in assuring full use of the advantages afforded by electronic instrumentation.

Robert D. Huntoon is in charge of the new Section. Dr. Huntoon has served in various capacities in the Ordnance Development Division since 1941, and during 1944-45 was attached to the War Department as Expert Consultant to the Secretary of War. He performed his doctoral work at the University of Iowa, receiving his degree in 1938, after which he taught nuclear physics at New York University and engaged in research work on electron tubes at Sylvania Electric Products, Inc.

During the war, radio amateurs of the United States participated in three observing projects sponsored by the Standards Bureau, the object of which was to obtain basic data urgently needed in making radio propagation predictions for the Allied Armed Forces. The first two projects called NBS-ARRL projects I and II, were organized under the joint auspices of the National Bureau of Standards and the American Radio Relay League, the national organization of the radio amateurs of the United States, and most of the participating observers were ARRL members. The third project, known as the WWV Observing Project, was organized independently of the NBS-ARRL projects, but was later joined by a number of NBS-ARRL Project II participants.

Commenting upon this National Standards Bureau officials said:

"Most of the participants in these projects had regular full-time jobs and were therefore able to make their observations only during spare time. Many went without sleep to maintain their observing schedules and used precious hours on Sundays and days off, but they did it gladly as a patriotic service without thought of pay or recognition.

"Through these projects United States radio amateurs contributed data to the war effort that could have been obtained in no other way. In addition, they have increased the sum total of knowledge of radio wave propagation and communication, and this will benefit everyone in days to come."

X X X X X X X X X X

COLONEL McCORMICK GIVES GENEROUSLY TO NORTHWESTERN UNIVERSITY

A fourth gift of property by Col. Robert R. McCormick, Chicago Tribune editor and publisher and owner of Station WGN, was announced by Northwestern University in connection with a $100,000,000 development plan.

The latest gift from Col. McCormick is the property having a 328 foot frontage on Ontario Street and 109 feet on Fairbanks Court. Prior gifts were at Lake Shore drive and Pearson Street, at Chestnut Street and De Witt Place, and Lake Shore drive and Chestnut Street. The total area of 107,000 feet was described as "one of the largest gifts of this kind ever made to the university."

X X X X X X X X X X

X X X X X X X X X X

DOMESTIC RECONCILIATION GIVES CERAMICIST TO MORTHERSTON HISTORIC TRUST

A famous relic of prosperity by Cpl. Osborn E. McDonald.

The latest gift from Tpl. McCormick is the ongoing revit
a 250 foot frontage on Ontario Street and 109 feet on Fairbanks Court.
Peter gifts were at Lake Shore Drive and Pearson Street, as Chesslake
Shore and in his place. and Lake Shore Executive and Chairman Cooper.

OPA TOLD HOW FULL RADIO SET PRODUCTION CAN BE STARTED

The radio industry Tuesday told OPA Administrator Paul A. Porter in Washington why consumer radio production since V-J Day has only been a fraction of anticipated output.

In a printed and illustrated 80 page presentation entitled "The Radio Industry Reports to OPA--Six Months After V-J Day," a special committee of Industry Production Problems of the Radio Manufacturers Association reported production difficulties encountered by producers of certain component radio parts, and by the set manufacturers themselves. RMA members account for 95% of radio production in the United States. Spokesman for the committee was A. S. Wells, president of Wells-Gardner Co., Chicago, one of the largest manufacturers in the industry of "private brand" radio sets.

Based on a survey made in the last six weeks of all parts and set manufacturers represented by the RMA, the committee report stressed the following ways in which the OPA can start full radio production:

1. Arrange immediate price relief for component parts manufacturers of speakers, transformers, tubes, coils, condensers and wood cabinets.

2. Correct the increase factor for producers of raw materials and partly fabricated parts.

3. Adjust prices on present completed sets by applying a correction factor to established prices, and provide an adjusted increase factor for future pricing.

4. Establish necessary factors to meet legal wage increases, past or future, among raw material suppliers, component parts manufacturers and set manufacturers.

The committee stated as the objective of its report: "To liberalize pricing, starting with raw material supplies, not that the radio manufacturers can make a profit, but to start production.

"OPA has already stated that it will remove price controls when an industry is competitive.

"The radio industry cannot get competitive until it can get into production; therefore, OPA must liberalize prices to the point where material and supplies can be obtained."

The report indicated that during the last quarter of 1941, the industry, with 54 licensed manufacturers turned out 3,581,000 radio sets worth $80,235,000. As of V-J Day the industry had 141 set manufacturers who in 1944 had produced $2,834,000,000 worth of radio and related material.

The widely publicized statement of three and one-half to four million radio sets predicted for last Christmas by the WPB is prominently mentioned in the report and the actual production of "less

than 300,000 sets--including an undetermined number of so-called 'morale' sets built under priorities for the U. S. Government", is disclosed.

Emphasizing throughout its report that competition is not only the practical way to production but all the surest price leveler, the committee cites some interesting statistics to support its claims:

Between 1922 and 1939 there were 886 different brands of radios on the market. In 1930 the radio industry produced 3,628,691 units at an average price of $42.11. In 1939, the industry manufactured 10,762,638 units at an average price of $13.69. Between 1932 and 1940 the price of a typical table model radio dropped from $25.00 to $9.95.

Indicative of the chaotic conditions existing in the radio industry are the following comments from the committee report: As of January 27, 1946, only 38 out of 141 licensed manufacturers had reported any production, shipping or billing of home radio receivers since V-J Day.

In the week ended January 11, 1946, only two console radio-phonograph sets were shipped and billed by the entire radio industry.

X X X X X X X X X X

HIGH COURT TO RULE ON WATSON, DODD, FCC, LOVETT OUSTER

The Supreme Court will decide whether Congress has the power to cut employees off the government payroll because it thinks they are subversive. This became known Monday when the highest court in the land agreed to rule on the constitutionality of action of Congress in firing Goodwin B. Watson and William Dodd, Jr., formerly with the Foreign Broadcast Intelligence Service of the Federal Communications Commission and Robert Morss Lovett, executive assistant to the Governor of the Virgin Islands.

Former F.C.C. Chairman James Laurence Fly backed Goodwin Watson, a former Columbia University professor, and Mr. Dodd, son of the former Ambassador to Germany. Secretary Ickes likewise went all-out for Mr. Lovett.

Finally President Roosevelt called the section discriminatory, unconstitutional, and "an unwarranted encroachment upon the authority of the executive and judicial branches" of Government.

The three sued in the United States Court of Claims for back pay for work done beyond the day on which Congress acted. The Claims Court said they were entitled to a total of $2,158.

The Justice Department, in asking a Supreme Court ruling, said Congress was reluctant to pay the $2,158 unless there was a clear determination on the constitutionality of the section in the bill. The department said it believed the section unconstitutional.

Mr. Lovett, Mr. Watson and Mr. Dodd said the section permanently disqualifies them from pay in Government jobs. This they called "a legislative punishment equal to the extreme punishment for conviction upon impeachment."

A special Appropriations Subcommittee referred in its report to alleged subversive activities of the three. The Government in its brief told the court that proponents of the section in the bill disputed their fitness for office.

X X X X X X X X X X

GOVERNOR WOULD HAVE STATION CLOSED; ALLEGES SLANDER

If a newspaper is charged with slandering an individual there is a suit and if the publication is adjudged guilty there is a fine or penalty. Once this is settled the paper continues publication as before. However, last week Governor John J. Dempsey, of New Mexico demanded that Station KOB of Albuquerque be closed down because it was alleged to have slandered him.

A petition filed with the F.C.C. last week by Governor Dempsey's son, Wm. J. Dempsey, former chief counsel of the F.C.C. alleges T. M. Pepperday, KOB owner, publisher of Albuquerque Journal, "has authorized weekly programs containing false, defamatory and scurrilous allegations and charges" against Governor Dempsey, Assistant Attorney General Harry Bigbie, and Director Harry Shuart, New Mexico Revenue Department, Liquor Division. KOB commentaries of Larry Bynon, editor, New Mexico State Record, Santa Fe, "weekly Republican newspaper," violate Communications Act and Commission principles, petition alleges.

Governor Dempsey, a former member of Congress from New Mexico, asks F.C.C. to require KOB to submit Bynon scripts of specified dates in January, February, March; institute "appropriate proceedings" to terminate Mr. Pepperday's status as licensee; hold public hearings in New Mexico and permit petitioner to participate.

According to Governor Dempsey the same alleged slanderous charges were made editorially in the Albuquerque Journal, however, as far as known the Governor has gone to the Communications Commission for redress rather than to the Courts.

As yet the F.C.C. has not made known what action, if any, it may take and no date has been set for a hearing.

X X X X X X X X X X X

WOL AND MBS PRESENT TRUMAN WITH ARMY BAND RECORDINGS

Charter Heslep, Washington representative of the Mutual Broadcasting System, and Merle S. Jones, manager of Cowles station WOL in Washington presented President Truman with recordings of programs broadcast by the U. S. Army Band in a program "This Is Your Country" originated by WOL and sent to the country through MBS. Lieut. Gen. Carl A. Spaatz attended the presentation.

X X X X X X X X X X X

CAPITOL SEES PLANE "BATTLE" OVER BALTIMORE BY AIRBORNE TV

Through lifting of wartime secrecy and the cooperation of the Navy Department with the Radio Corporation of America Washingtonians had the unique experience of watching a "battle" between airplanes over Baltimore 40 miles away by means of airborne television last week.

The airborne system --- classified until now by the Navy Department under the security pseudonyms of "Block" and "Ring" projects -- were in action for two hours during a joint Navy-RCA demonstration arranged for newspaper, aviation and science writers at the Naval Air Station at Anacostia, D. C., across the Potomac from Washington.

Naval authorities assigned to the demonstration a fast, high-flying JM-1 Marauder plane carrying Ring transmitting units capable of transmitting high-quality television pictures up to 200 miles. The plane cruised over Baltimore and soared on to Annapolis, picking up scenes and action along the way and transmitting the images directly to a bank of television receivers arrayed before guests in the Gymasium Building at Anacostia.

Proceeding to a rendezvous, miles away, the Marauder trained its television eyes on mock combat scenes that might have been duplicated in real battle only a few months ago -- dive-bombing, smoke-screen laying, strafing, dog-fights. Instantly, the receivers at Anacostia came alive with authentic pictures of the action and viewers became eye-witnesses of events that were actually beyond the horizon. In this manner, command posts of the future will be able to see instantly combat action in distant terrain and make tactical decisions immediately.

Capt. Robert Morse, Commanding Officer of the Navy Air Station, welcomed guests to Anacostia and introduced Rear Admiral H. B. Miller, Director of Public Information, U.S.N., and Brigadier General David Sarnoff, President of RCA.

General Sarnoff, declaring that the airborne television systems represented "monumental progress in widening television's scope of service," told guests at the demonstration that the achievement opened many possibilities for future usefulness in civilian life. He listed the following as possibilities:

Revolutionary television news coverage over short and long distances from cars, boats, planes and helicopters, with instantaneous transmission or "eyewitness" views of fires, floods, disasters or other happenings of public interest. The way, likewise, is opened for development of the "Walkie-lookie" -- a light-weight, easily portable television camera -- with which a reporter might cover news events of the man in the street as readily as he does now with a Speed Graphic.

Plane navigation in which television reports of terrain surrounding airports, as well as the layout and activity of the airports themselves might be flashed to incoming pilots in time to avert landing difficulties.

General Sarnoff said this form of television transmission could also be valuable in marine navigation.

X X X X X X X X X X X

TO TRY OUT ALL PURPOSE MULTI-UNIT RADIO, TV, FM TOWER

Forecasting radio and communications centers of the future at the ground-breaking for the 300-foot "Microwave Tower" of Federal Telecommunication Laboratories at Nutley, N. J., the first ever built, Col. Sosthenes Behn, President of International Telephone and Telegraph Corporation, Federal's parent company, said last week that such towers would be headquarters in cities and towns for simultaneous use of many microwave radio functions. Among these will be FM broadcasting, Pulse Time Modulation (PTM) broadcasting, television in color and black and white, police radio networks, communication with mobile units, such as cars, trucks and railroads, radar applications, aerial navigation, and the interception of illegal transmissions.

"Various broadcasting services in important communities," Col. Behn said, "will find it much more efficient to cooperate in building one great tower to be shared by all functions utilizing microwaves, than for each service to build its own tower. This is highly probable because there are usually only a few suitable sites for such towers in a given community, and because the total cost of a large tower could be shared by its users. Joint financing would make it possible to build a tower superior to any that could be afforded by individual services."

Ground was broken also for the newest addition to Federal's existing Nutley laboratories. The addition will increase the present floor space of the laboratories by 65,000 square feet. When the entire project is completed, the laboratories and tower will provide more than 120,000 square feet of floor space.

X X X X X X X X X X X

INTENDED RADIO TUBE PLANT PROPERTY TO BE SOLD BY U. S.

A Federal-Government-owned plant property that was intended to become a radio tube plant for operation by the Raytheon Manufacturing Company, but which has been idle for four years and has been used as a storage station in Northbridge, Massachusetts, will be sold or leased, War Assets Corporation has decided.

The property consisting of 39 acres in separate tracts, one of which is approximately 22 acres of Lindwood Pond--is located in that section of Northbridge known as Linwood. Linwood Avenue halves the site on which are 12 brick mill-type buildings with flat composition roofs, stone foundations and wooden floors. The main structure, four stories and basement, was built in 1866; the other units, ranging from one to three-stories--all with basements, were built in 1895 and 1896.

The mill yard is about 350 feet square, about 3 acres in extent; it lies on one side of the river directly opposite a second tract of the same shape and size.

The plant property contains no mechanical equipment. It has water power available but no provision for its operation has been made.

Special data and engineering reports on the Northbridge plant can be secured from War Assets Corporation, 10 Post Office Square, Boston 9, Mass.

X X X X X X X X X X X

X X X X X X X X X X X X

COWLES ADD RAY HENLE TO WASHINGTON NEWS STAFF

WOL, Cowles Washington outlet for the Mutual Broadcasting System, is strengthening its coverage of Capitol Hill by the addition of one of Washington's top correspondents, Ray Henle.

Mr. Henle will be heard at 6:15 P.M, EST daily Monday thru Friday reporting directly from the Senate Radio Gallery. Under the title "Congress Today" his fifteen minute newscast will be devoted to the daily doings of Congress and the cause and effect of current legislation.

Mr. Henle will be heard under the sponsorship of the National Small Business Mens Association. He is a member of the internationally famous Gridiron Club of Washington; the National Press Club, White House Correspondents Assn., Radio Galleries of Congress; and the Washington Board of Trade. During his Washington career he has been with the Associated Press, head of the Pittsburgh Post Gazette Washington Bureau, and the American Broadcasting Company.

X X X X X X X X X X X

RADAR EQUIPMENT FOR REACHING MOON DEVELOPED BY SYLVANIA

The basic instrument used by the Signal Corps Engineering Laboratories at Belmar, N. J. to make the original contact with the moon and for use in their continuing lunar experiments was built by Sylvania Electric Products, Inc. late in 1944, according to Dr. R. M. Bowie, manager of the company's research activities.

Stating that the original radar equipment developed by his company has been modified and simplified so that it is well adapted for lunar experiments, Dr. Bowie added that the moon, since it is very far from any other object from which echoes can be received, is, in many ways, an ideal radar target.

"The contacts are made by utilizing a unique system of circuits" Dr. Bowie said, "which has made possible a receiver of extreme sensitivity. Ultimate receiver sensitivity is limited by noise arising from the random motion of molecules. The noise can be diminished by reducing the frequency band width of the receiver. Band width of the moon radar receiver is 50 cyles or about 1/300 of that planned for postwar FM broadcast receivers."

X X X X X X X X X X X

JAPS MAY BE ALLOWED TO EXPORT RADIO SETS & TUBES

In the tentative list of exports from Japan the War Department is reported to have approved for 1946 are household radios and radio tubes. During the first half of the year there would be available 20,000 radios and during the last half 30,000. During the first half of 1946 1,000,000 radio tubes and during the second half 15,000,000.

X X X X X X X X X X X

X X X X X X X X X X X X X X X

PRICE INCREASE ALLOWED ON FOUR AUTO RADIO RECEIVERS

Auto radios manufactured for four automobile companies were given ceiling prices at all levels of sale by the Office of Price Administration last week. In all cases the new prices at retail differ from March 1942 prices by the dollar cost, at the manufacturing level, of specification changes since the last models were produced, OPA said. This cost is passed through to the consumer without mark-ups, but all other cost increases are absorbed by auto manufacturers, distributors and dealers, the agency explained. The new prices are quoted without tax, without antenna and uninstalled unless otherwise noted. Comparable pre-war prices are given for comparison.

Make	New Retail Price	1941 Retail Price
Hudson (prices include antenna and installation)	$62.87	$57.46
Chrysler	51.42	49.62
Nash (installed, no antenna)	57.09	50.95
Studebaker (installed, no antenna)	32.39	29.34

The specification changes which account for the increase over 1941 prices are represented by the manufacturers as improvements in quality, OPA said. Installation charges will average between $2 and $4, and antennas bought separately will cost consumers about $5 or $6, the agency said.

X X X X X X X X X X X

CONGRESS CRACKS DOWN ON PETRILLO; HIS WORST DEFEAT LOOMS

Despite warnings that the House bill, introduced by Representative Lea of California, would deny to radio studio musicians the right to strike and other threats intended to intimidate House and Senate conferees the latter in a surprise move swung into line last Tuesday by accepting the Lea bill. Thus by outlawing such practices of James Caeser Petrillo as forcing stations to hire standby musicians and paying royalties to the musicians union for records Congress is apparently on the verge of administering to the music czar the worst defeat in his long career. It had been expected that some milder compromise might be reached by the House and Senate conferees but instead the Senate representatives apparently not only accepted the Lea bill (which swept the House by 222 to 43 last month) but joined in changing the word "tribute" in the Petrillo indictment to "an exaction."

It appears to be a foregone conclusion that the House will ratify the action of the conferees. There may be some opposition to the compromise in the Senate as the Lea bill has never been discussed there. However, the Senate a year or so ago passed a bill by Senator Vandenberg of Michigan aimed at Petrillo for closing down the amateur broadcasts of a school children's orchestra at Interlochen, Michigan. The Vandenberg bill was the one considered by House-Senate conferees along with the Lea bill. Had the Lea bill been forced into the Senate there was a strong chance it might have been pigeon holed.

As recommended for final ratification the compromise bill which has just been virtually agreed upon by the House and Senate conferees provides that it shall be unlawful, by the use or implied threat of the use of force, violence, intimidation duress or "other means" (construed in some quarters as meaning "strike") to coerce, compel or constrain a licensee to do the following:

Employ or agree to employ, in connection with the conduct of the broadcasting business, any person or persons in excess of the number needed to perform actual services.

Pay or give or agree to pay or give any money or other thing of value in lieu of giving, or on account of failure to give employment to any person or persons in excess of the number actually needed.

Pay or agree to pay more than once for services performed.

Pay or agree to pay or otherwise recompense for services not performed by the recipients.

Refrain or agree to refrain from broadcasting a noncommercial educational or cultural program in connection with which the participants receive no money or other compensation beyond actual expenses. In such a case the licensee could not pay others for the services performed by the amateurs.

Refrain or agree to refrain from broadcasting any radio communication originating outside the United States.

In connection with these alleged practices it also would be unlawful under the bill to resort to coercion to compel a licensee to pay "an exaction" for the privilege of producing, preparing, manufacturing, selling, buying, renting, operating, using or maintaining recordings, transcriptions or mechanical, chemical or electrical reproductions.

X X X X X X X X X X X

CARLETON D. SMITH CITED FOR WAR DUTY; STAFF MEMBERS ALSO

Four members of the WRC staff, led by General Manager Carleton D. Smith, have been cited for outstanding services during the war. The Treasury Department has just presented Mr. Smith with the Silver Medal for "Patriotic Service during the War in the War Finance Program". The Silver Medal award was also presented to Nancy Osgood and Bill Herson.

A Navy Citation goes to WRC Salesman, Jim Sweet, for "Meritorious Service" in the Navy's Public Relations office. Sweet, was recently released to inactive duty as a Lt. Comdr.

X X X X X X X X X X X

The Chesapeake and Ohio intends to have individual built-in radios in each seat of its trains.

X X X X X X X X X X X

RCA PROPOSES 30¢ WORD TELEGRAPH SLASH TO ENTIRE WORLD

Drastic reductions in international telegraph rates were proposed by Thompson H. Mitchell, Executive Vice President of RCA Communications, Inc., under tariff schedules filed Tuesday (March 26) by his Company with the Federal Communications Commission in Washington. Rates would be reduced to not more than 30¢ per full rate word from all places within the United States to all points of the world where communications services are now available. Mr. Mitchell said that this was one of the most significant moves for the benefit of the public ever made in the field of international communications.

At the Bermuda Conference last Fall, he stated, it was agreed by the United States and British delegates that a ceiling rate of 30¢ per full-rate word should apply from all points of the United States to all places within the British Empire.

The action taken by RCA, Mr. Mitchell explained, would provide for extension of this principle to all messages going from the United States to any part of the world, including more than eighty additional countries, territories and islands to which the rates currently range from thirty-three cents to one dollar and fifteen cents per ordinary word. This would mean, in effect, he said, that to all points of the world where telegraph charges now are in excess of 30¢ a word, such rates would be reduced to a uniform basis of not more than 30¢, with charges of 15¢ a word for deferred service and 10¢ a word for radio letters.

"The new tariff schedules filed by RCA also provide for uniform rates from all points within the United States to any given foreign destination," said Mr. Mitchell. "The Federal Communications Commission has long advocated equality of treatment as between telegraph users located within the so-called 'gateway' cities and those situated elsewhere within the country. Under RCA's new tariffs a person anywhere in the United States can send a message to Europe and beyond at the same rate charged in New York; as to transpacific messages, the rates will be the same as from San Francisco."

X X X X X X X X X X X

U. S. WOULD BROADCAST UNCENSORED NEWS TO SOVIET

Following the lead of the British Broadcasting Corporation which has just started the State Department hopes soon to begin shortwave news broadcasts to Russia.

Asst. Secretary of State Benton declined to comment on reports that Russia had objected to such broadcasts by the Anglo-American countries. Benton also revealed that the State Department had sent three radio experts to Europe a month ago to study engineering matters connected with the plan and locate a suitable site for a relay transmitter.

X X X X X X X X X X X

BRITISH TELEVISION TO RESUME PROBABLY IN JUNE

The probability that British television programs will soon resume with the possibility that the initial program will be the tele-

X X X X X X X X X X X X X X X

casting of London's Victory Parade on June 8, was voiced in a report by Arthur Feldman, London correspondent of the American Broadcasting Company.

X X X X X X X X X X X

CBS BELIEVES ADOPTING COLOR TV NOW WOULD SAVE MILLIONS

Two significant developments will exert important influence on the operations of the Columbia Broadcasting System during the next few years, stockholders were told in the company's annual report. One of these is the inauguration of color television in the ultra-high frequencies and the other is the ultimate supplanting of today's standard broadcasting by Frequency Modulation.

Being a broadcaster and not a manufacturer of receiving sets, CBS believes that until a full-fledged television audience is created, there can be little expectation of the income necessary to put television on a self-supporting basis. It is for this reason that Columbia so "militantly sponsors color television in the ultra-high frequencies."

Use of these ultra-high frequencies is advocated, it is explained, because their use will (1) permit broadcast of high-definition images in full and brilliant color, (2) make possible better reception in the home free of man-made interference and multi-path reflections, or "ghosts," and (3) accommodate at least twice as many television stations as the lower frequencies now utilize by black-and-white television.

It is emphasized that starting full-scale color service on the ultra-high frequencies rather than as a temporary service on prewar black-and-white standards will result in the saving of millions of dollars to the public.

FM (Frequency Modulation) possesses such inherent technical superiority in transmission and reception that it is confidently expected ultimately to become "the preferred audio service for the great majority of people," the report says. "The maximum use of this new service will depend, in large measure, on the licensing policy of the Federal Communications Commission. In recognition of this, Columbia submitted two proposals: One for complete freedom to utilize the present popular program services in FM broadcasting in order to accelerate the transition to the superior method of transmission, and the other a "Single-Market Plan" for FM licensing. This latter proposal was designed to secure maximum use of FM channels and equality of technical facilities among licensees serving the same market. The objective of such a plan, coupled with adequate space in the spectrum for a sufficient number of FM channels, is to make FM broadcasting wholly democratic by making successful competition among licensees depend on program service rather than on the securing of a grant of a better wave-length or more transmitter power.

"A plan of allocations for the congested area in the northeastern part of the country, implementing the policy of equality among licensees and maximum use of channels, was prepared by the CBS General Engineering Department in October, 1945, and subsequently adopted by the FCC."

X X X X X X X X X X X

SCISSORS AND PASTE

Everyone Has a Good Word for Atwater Kent in Hollywood
(Cornelius Vanderbilt in "New York Post".)

Moviedom's grande-dame is -- to use a pun -- a grand man -- A. Atwater Kent, the radio multimillionaire. He gives more and better parties than anyone else.

His Beverly Hills house is spacious enough for entertaining, and he has a knack of being able to obtain and keep more servants than any other social leader here. He numbers friends and loyal courtiers among all classes in the celluloid sets.

I know of hardly one individual out here who does not have a good word to say for him. He is a busy little man with a hand in every motion-picture pot.

He is probably the busiest widower in Hollywood, and he takes his party-going as seriously as he does his money-making.

Sometimes he will attend as many as five parties between 5 p.m. and midnight. Often he falls asleep in his host's living room immediately after dinner, but everyone out here has become so accustomed to it that it is no longer a novelty.

His intimates call him "The White Rabbit," he so reminds them of Alice in Wonderland. Hollywood party girls affectionately refer to him as "Atty." They say his little black book contains the names of more beautiful women than those of any bachelors half his age.

No one really knows his age; but certainly he is well past seventy.

Nets Afraid to Openly Back Lea Bill; Still Fear Petrillo
("New Bedford, Mass. Standard Times")

While the battle lines form in Congress, the large radio network systems have withheld public affirmation of their support for the Lea Bill.

The networks have been wary of Petrillo since his costly boycott maneuver last year. At that time, a Petrillo manifesto caused the sudden cancellation of three large commercial programs because union musicians failed to show up.

Now, with the first formal radio-Petrillo conference since 1937 scheduled for early April, the networks hesitate to weaken their chances for favorable negotiations. They have become inured to the novelty of signing contracts without knowing whether or not they are "legal." These never have been seen by the networks, since they are closely held within a small inner group of the union.

Though the networks protested when first requested by Petrillo to whip into line an outlet radio station that had balked at agreeing to some union demand, they now carry out such demands with less reluctance.

They Say the Right Thing at the Wrong Time
(Jack Gould in "New York Times")

The nation's radio listeners this season have placed their stamp of approval on a "Senator" who should be the envy of all Congressmen in Washington. He is the vociferous Senator Claghorn of the Fred Allen program, a gentleman who does not worry about votes and yet each

Sunday boasts an unmeasurably greater audience than is likely to hear the best oratorical efforts of the bona fide legislator.

The meteoric rise of Claghornhowever, should not dismay the politicians unduly. It is but the latest case in point of the importance of the stooge to the successful comedy show on the air. The star may be the box-office attraction, but in the affections of an audience he often must give way to secondary characters who get paid for saying the right thing at the wrong moment.

Cleveland Radio Editor Praises CBS Color
(Stanley Anderson Radio Editor, "Cleveland Press")

No one is selling anybody a bill of goods on color television. After seeing a demonstration of it at CBS, I am fully convinced that the black-and-white television boys have something to shoot at.

As a comparison, take a Four Roses ad. Take the color out and what do you have? You have something pretty dull, something with no appeal. One day newspapers will have color. Will color ads for Halle's, Higbee's, Taylor's, May's, et al., sell more dresses and hats? The answer is obvious.

I saw the telecast of the Lincoln Day Memorial exercises in Washington. This was in black and white and handled by NBC, CBS and Dumont. It was the first Washington-to-New York telecast and came through a coaxial cable.

It would have been impressive, had the telecast been in color, when Gen. Eisenhower placed the wreath at the base of the Lincoln statue. The flags in the color guard would have made a dramatic picture in color. The crowd at the exercises must have been colorful on a clear day - but black-and-white television did not show it.

One Senator Who Fears Congressional Broadcasts
(Drew Pearson - Bell Syndicate)

Magazine writer Jack Pollack, working on a feature story about the proposals of Florida's Senator Claude Pepper and Washington's Representative John Coffee for the broadcast of congressional debate, phoned Senator Bilbo of Mississippi.

"This Jack Pollack of Pic Magazine, Senator," he said. "I wanted to talk to you about broadcasting congressional proceedings."

"When do you want me to appear?" Bilbo broke in.

"I'm not asking you to broadcast, Senator," Pollack explained, "I wanted to talk to you about the bill by Senator Pepper to broadcast-

"I don't like the company," Bilbo broke in, "and I don't like the idea of broadcasting Congress either. Do you know what would happen if they started to broadcast what goes on here on the floor? I wouldn't get reelected--and neither would my colleagues. Anyhow, don't bother me about that now. I'm busy. I've got a tough campaign."

"But we might help you in your campaign. You know Pic has one million readers," Pollack ventured.

"Nuts! Bilbo shot back. "Nobody in Mississippi reads Pic."

X X X X X X X X X X X

Yours sincerely,

Jane Smith
(Miss Jane Smith)
Secretary, Mid-Sussex Conservation Society

TRADE NOTES

Directors of Sylvania Electric Products, Inc. declared a dividend of 25 cents per share on the company's common stock and the regular quarterly dividend of $1 on the $4 cumulative preferred stock.

Put a ring around the dates Monday October 21 to Thursday October 24 in your calendar as a reminder of the Annual Meeting of the National Broadcasters in Chicago next Fall.

A total of 5563 radio receivers have been declared surplus and most of them sold through manufacturer-agents, RMA has been informed. About 1500 of these sets, some of the "morale" type, were sold on priorities to veterans. No figures were available on costs and sales prices.

Stromberg-Carlson Company -- For 1945; Net profit of $708,926, or $2.54 a share, compared with $843,607, or $2.97 a share, in 1944.

Drew Pearson, Commentator and Columnist along with Gen. Eisenhower and Gen. Omar Bradley received the Army and Navy Union Gold Medal of Honor for outstanding service to the GIs of the past war.

In accepting his medal, Mr. Pearson stated, "What little I did for men in the service is what should or would be done for them by those who stayed at home."

Color television is far from ready for public acceptance at this time, said John F. Royal, NBC vice president in charge of television, in an address before the Greater Cleveland Federation of Women's Clubs.

"There are some who--crying in the wilderness--are suggesting that television should wait for color," Mr. Royal said. "I feel that to be an absurd statement. Our country was not made great by waiting. Progress never waits."

The NBC executive declared that when good and practical color in television is ready for the homes of the nation, the NBC network will have it.

Capper Publications, Inc., has bought two airplanes, one a Luscombe, for the use of editorial and advertising employes of the Capper Farm Press, and the Topeka Daily Capital, and the other, a Taylorcraft, for employes of the Capper radio station, WIBW.

The Federal Telephone and Radio Corporation has received orders from the McCook, Neb. "Daily Gazette" and the Kankakee, Ill. "Daily Journal", for FM broadcasting equipment.

The McCook Gazette has contracted for two stations, one FM and one standard broadcast, while the Kankakee Journal order calls for a complete FM station. Both newspapers have specified 10-kilowatt power for their FM stations.

Federal Telephone engineers have been working on the development of a new type of modulator-oscillator unit for FM transmitters. They state that this development makes possible a very low noise reception level, surpassing the engineering requirements of the FCC by a substantial margin.

Senator Hoey, Democrat, of North Carolina declared that differences between members of the United Nations are nagnified by press and radio beyond their significance, while amicable understandings and relationships taking place in the UNO are underplayed or ignored.

"What in the world did you get a radar set for?" asked Mr. Dithers of Dagwood Bumstead on CBS' "Blondie" show.

"Well," explained Dagwood, "I always wanted to have something that you could spell the same backwards or forwards."

Wartime radar research is already making possible notable advances in many electronic fields, including the development of smaller and more efficient radio parts, of radio relay systems, of FM radio broadcasting and reception, of mobile communications such as dial telephones for automobiles, and of television, it was explained in an address before the Engineers Club of Trenton, New Jersey, by David B. Smith, vice president in charge of engineering of Philco Corporation.

Smith showed slides of the latest airborne radar equipment and pointed out how the need for saving weight in aircraft had led to a complete redesign of tubes, resistors, condensers, transformers, and other parts. He demonstrated a comparison between a new "baby miniature" receiver tube and a much larger standard pre-war radio tube.

In addition to 14 new subscribers to Broadcast Measurement Bureau's 1946 uniform measurement of radio station audiences, announced Thursday, another twelve subscribed Friday, bringing total BMB membership to 673 stations and all four major networks.

The Federal Communications Commission announced its decision denying the application of Evansville On The Air, Inc., for renewal of license of Station WGBF, Evansville, Indiana. This decision, made under the Commission's multiple ownership rule, is subject to a six months' extension of license in order to permit orderly disposition of the station.

Oral argument was had on March 19, 1946, with respect to the exceptions filed by Station WGBF on the Commission's Proposed Findings of Fact and Conclusions which were issued February 1.

A. Davidson Dunton, first full time chairman of the Canadian Broadcasting System, is only 33 years old. Mr. Dunton former editor of the Montreal Standard also has the distinction of being only the second newspaper man to control Canadian broadcasting.

A cartoon by Lichty shows a woman listening to a radio and saying: "I'll be glad when they get television so I can see what makes everybody laugh when the comedian does something funny that doesn't go out over the air."

Ex-Chairman James L. Fly, of the Federal Communications Commission, a more frequent visitor to the White House now than in the days of F.D.R., but not in connection with radio. The subject of his visits will make headlines shortly, Danton Walker writes in the Washington Times Herald.

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

LEGAL DEPARTMENT
RECEIVED
APR 5 1946
A.M. P.M.

INDEX TO ISSUE OF APRIL 3, 1946.

FCC Expert Fails To Defend Self; Baited By Engineers.....1

Precedent Set By Urging Truman Appoint Radio Man To FCC.....2

Army Radio, Tube Surplus Property Mounts To $66,301,588.....4
American Cable & Radio Begins Contract Timed Service.....4

Capt. Boucheron Takes Over Farnsworth's Broadcasting, FM, TV.....5

Belmont $150 Television Set Goes Into Production.....6
RCA Plans World-Wide Radiophoto Transmission Service.....6

Anti-Petrillo Bill Delayed In Senate By Vardaman Row.....7
McKnew To Head Westinghouse Home Radio Service.....7

ASCAP's 1945 Income From 29,489 Licensees Was $8,881,000.....8
Paul Porter In A Hole - But Not At The OPA.....8

Chicago Woman Is Successful As Program Director.....9
Du Mont Discloses Tuner For Telesets.....9

Radio Engineers To Foregather At Harrisburg Next Month.....10
Broadcast Bands Returned To Radio Amateurs.....10

Charges Winchell Using Radio To Defeat Congressmen.....11
Jury Summons Dempsey, Jr. In Chicago Investigation.....11

NAB To Try To Break Bottleneck On Station Construction.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1723

April 3, 1946

FCC EXPERT FAILS TO DEFEND SELF; BAITED BY ENGINEERS

The radio world is buzzing with excitement over an off-the-record session at the recent Broadcast Engineering Conference at Columbus, Ohio, at which K. A. Norton, Federal Communications FM expert was reported to have been taken for an embarrassing ride by his fellow engineers and who, according to an eye-witness, failed to accept their challenge to defend his figures upon which the FCC moved FM to the 100 mc band, called by Major Edwin H. Armstrong, inventor of FM, "one of the colossal mistakes in radio history."

Although the Commission's decision to keep FM solely in the upper band was made a month ago and ordinarily would be water over the dam, the radio engineers are still bitterly contesting it. To this end a special panel was created at the Columbus conference to go into the matter further. Its Chairman was Raymond M. Wilmotte, a Washington consulting engineer, who has taken no part in the controversy and is a neutral. All sides were included in the panel make-up - Edward W. Allen, Jr., of the FCC; Major Armstrong, Paul de Mars, W. C. Carnahan, of Zenith, J. S. MacPetrie, British Army research engineer, Dr. Charles Burroughs, Cornell University, and Dr. Thomas J. Carroll, Signal Corps, assistant to Mr. Norton.

Mr. Wilmotte's first move was to invite Mr. Norton to appear as a member of the Columbus panel. Mr. Norton declined. Regret was expressed at this but it was decided nevertheless to convene the panel in his absence. To the surprise of those who attended one of the first persons to show up in the audience at Columbus was Mr. Norton. The engineers were further mystified by the fact that he was passing out a pamphlet said to deal with the FCC controversy and declared by our informant "to have an entirely new set of figures". Chairman Wilmotte apparently much annoyed by this procedure, told the audience he had tried to get up an open discussion of the matter, had invited Mr. Norton to be a member of the panel but Mr. Norton had declined and Mr. Norton's pamphlets had nothing to do with the panel.

When the afternoon session resumed, Mr. Norton again took the spotlight saying he wanted to apologize to Mr. Wilmotte for distributing his pamphlet before the meeting; he had really meant to distribute it <u>after</u> the meeting. In accepting the apology the Chairman said: "Now you are on the floor, have you any disagreement with the conclusions thus far reached by the panel (all of which were said to have been contrary to Mr. Norton's theories. "They had the hell shot out of them", our informant reported.)

Mr. Norton then said, "Generally he wouldn't disagree", and sat down. The Chairman then said, "I don't like to put you on the spot, Ken, but - you asked for it."

Mr. Norton sat through the afternoon session in silence when the Chairman summed up the conclusions of the panel without defending the theories he advanced before the Commission and which caused FM to be moved.

X X X X X X X X X X

PRECEDENT SET BY URGING TRUMAN APPOINT RADIO MAN TO FCC

The telegram Justin Miller, President of the National Association of Broadcasters, sent to President Truman last week urging that the vacancy created by the resignation of Paul Porter on the Communications Commission be filled by someone "trained in the operation of a broadcast station" sets a precedent. Up to now the broadcasting, communications, and radio manufacturing industries have stood helplessly by and taken what administration after administration have given them in the way of radio and communications commissioners. Mostly these have been political appointees. The FCC has long been a political dumping ground.

This writer has on many occasions urged that the radio and communications people get behind a candidate for the Commission. Not only have they never had any representation on the FCC but never anywhere else. From time immemorial the press has had Ambassadors and even Cabinet officers appointed from its ranks (former Secretary of the Navy Frank Knox, for instance), but who ever heard of a broadcaster being appointed to anything or receiving any of the rich political plums an administration had to bestow? Yet if a single powerful broadcaster such as, say, Colonel McCormick of WGN would attack an administration, instead of having his license taken away as so many broadcasters fear, the politicians would soon be crawling at his feet. Especially if a few other stations had the courage to join in.

The Administration has a wholesome respect for the newspapers. Why? Because they have an editorial voice and may often take a bite out of somebody. It is a well known fact that the U. S. Labor Department and most everything having to do with labor, is dominated by labor itself. Why? Because labor is highly organized and has at least half of Congress in its pocket.

Radio has the most powerful voice in the world but the nearest any one connected with a radio organization ever came to using it was the gentle suggestion Judge Miller made to President Truman last week that broadcasters be given at least one place on the Commission.

Mr. Miller, who is a newcomer in the industry, wasn't exactly correct when he said "in its entire history no person who has been trained in the practical everyday operation of a broadcast station has been appointed to the Commission." The late Henry A. Bellows, a member of the first Radio Commission was the operator of WCCO at Minneapolis; the late John Dillon was a former Commerce

Department radio inspector who knew the practical side of broadcasting; the late Admiral W. H. G. Bullard, Chairman of the first Radio Commission was so well versed in radio that someone remarked when he was appointed that "Bullard knew enough about radio to do the job all by himself." It was Admiral Bullard, as Chief of Naval Communications who brought about the formation of the Radio Corporation of America. Gen. Charles Mc K. Saltzman was former Chief of the Army Signal Corps; Sam Pickard had previously run a broadcasting station at the University of Kansas; Tam Craven and Ewell K. Jett were both admirably equipped technically to serve on the Commission. O. H. Caldwell, an electrical engineer, now editor of Electronic Industries, had a practical knowledge of broadcasting.

However, a large proportion of the Commissioners never saw a broadcasting station before they were appointed to the Commission, so Judge Miller had the right idea. Among the Chairmen and Commissioners on the old Federal Radio Commission organized in 1927 who had no previous knowledge of the operation of a broadcast station were Judge Ira E. Robinson, previously an Assistant Attorney General, Thad Brown, former Assistant Secretary of State of Ohio; Judge E. O. Sykes, a lawyer; W. D. L. Starbuck, who, if memory serves correctly, was a patent lawyer; James H. Hanley, a lawyer, and Harold A. Lafount, who for a short time was in the radio manufacturing business.

Among the Chairmen and Commissioners of the Federal Communications Commission who had no broadcasting experience were F. I. Thompson, a newspaper publisher; Irvin Stewart, Assistant Solicitor State Department; George Henry Payne, publicist; Hampson Gary, lawyer; Anning S. Prall, former Congressman; F. R. McNinch, Federal Power Commissioner; James L. Fly, Chairman, Federal Power Commission; Norman S. Case, former Governor of Rhode Island; and William H. Wills, former Governor of Vermont. None of the present members of the Commission have had any experience in practical broadcasting except Mr. Jett.

The text of the telegram Judge Miller, President of the NAB, sent to President Truman follows:

"Present vacancy on Federal Communications Commission affords splendid opportunity for you to give deserved recognition to radio broadcasting phase of the Commission's work. In its entire history no person who has been trained in the practical everyday operation of a broadcast station has been appointed to membership on this Commission while many have been named from utility regulatory bodies or utility industries. Broadcasting has been specifically declared by Congress not to be a public utility and at least one member of Commission should have the public interest viewpoint required of station licensees as distinguished from public service or utility point of view. Earnestly urge you give this suggestion favorable consideration."

X X X X X X X X X

ARMY RADIO, TUBE SURPLUS PROPERTY MOUNTS TO $66,301,588

In a statement issued by Under Secretary of War Kenneth C. Royall concerning the disposition of War Department surplus property, it was revealed that the total cost of communications surplus items of the Army Signal Corps declared to disposal agencies to January 1, 1946, were:

Tubes	14,658,952
Batteries (all types)	23,597,338
Wire and Cable	44,691,928
Radio and components and parts	51,642,636
Telephone and telegraph equipment	43,619,322
Telephone pole line construction equipment	30,032,975

Secretary Royall said that with the many problems already behind us and an intelligent approach to the future, there will soon be a marked step-up in surplus disposal.

X X X X X X X X

AMERICAN CABLE & RADIO BEGINS CONTRACT TIMED SERVICE

Inauguration of a new overseas communications service by the American Cable & Radio Corporation, whereby direct, high-speed customer-to-customer telegraph service on a contract timed basis will be established, was announced by Warren Lee Pierson, president of ACR. The service, which is subject to approval of the Federal Communications Commission, will be available through the facilities of The Commercial Cable Company, an ACR subsidiary, and initially will extend between New York and London and Washington and London.

Known as "Contract Timed Service" (CTS), the new transocean set-up will permit a customer in New York or Washington to communicate with his correspondent in London through a direct teleprinter connection for a minimum charge of $10.80 for three minutes and $3.60 for each additional minute when the speed of operation of the circuit is thirty words a minute. Service at sixty, forty-five and twenty-five words a minute also will be available at proportional rates. The press rate for such service will be one-fourth the regular commercial rate and United States and British Government rates will be one-half the regular rate.

X X X X X X X X X

A local poll showed that two out of every three Washington residents favor daylight time.

X X X X X X X X X

CAPT. BOUCHERON TAKES OVER FARNSWORTH'S BROADCASTING, FM, TV

Capt. Pierre Boucheron has been appointed General Manager of the Broadcast Division of the Farnsworth Television & Radio Corporation and placed in charge of Farnsworth Station WGL at Fort Wayne, Ind. His duties will also entail the management of WGL's proposed FM station, if the license now pending is granted by the Federal Communications Commission. By late Spring it is anticipated that he likewise will operate Fort Wayne's first television station W9XFT.

Captain Boucheron's radio activities date back to 1912 when he began as a wireless operator with the Marconi Wireless Telegraph Company. In 1917 he enlisted in the Navy and after the first World War was Managing Editor of Radio News until 1920 when he became associated with the Radio Corporation of America. For fifteen years he held various executive posts with that company in advertising and sales. He also played an active part in RCA's early broadcasting days of the 1920's, notably with WDY at Roselle Park, New Jersey, and later with WJZ when it was first located on New York's 42nd Street. In 1939 he joined the Farnsworth Corporation as General Sales Manager.

A veteran of World Wars I and II, Captain Boucheron is considered one of the U. S. Navy's foremost specialists in International Communications. When he was caled to active duty in the Naval service in 1941, he was assigned to Greenland to establish a communications base. After spending 14 months there, he returned to the United States and became an assistant to the Director of Naval Communications in Washington.

In July, 1943, Captain Boucheron was sent to Casablanca to be Communications Officer for the Moroccan Sea Frontier. For meritorious work there, he received the Order of Ouissam Alaouite Cherifion, grade of Commander, awarded him by the Sultan of Morocco.

In August, 1944, when Vice Admiral Alan G. Kirk, now Ambassador to Belgium, became Commander of U. S. Naval Forces in France, he requested the services of Captain Boucheron as Staff Communications Officer and to undertake the task of organizing the U. S. Naval Communications network in France.

In July, 1945, the U. S. Naval command in France was dissolved and Captain Boucheron returned to the United States for terminal leave and to resume his business career with the Farnsworth Corporation, acting as Director of Public Relations.

He was recently awarded the Legion of Honour, rank of Chevalier, by the French Government for distinguished service during the liberation of France.

X X X X X X X X X

BELMONT $150 TELEVISION SET GOES INTO PRODUCTION

Popular price television is aimed at in the first in a new line of television receivers manufactured in the Chicago plant of Belmont Radio Corp. Division of Raytheon Manufacturing Co. Made to retail for approximately $150, the Belmont television receiver, just released by the engineers for production is said to "incorporate every advanced improvement tailored to meet a popular price field...with no sacrifice in quality or performance."

The press statement continues:

"A direct presentation on the picture tube with new high brilliance provides a picture large enough for easy viewing by a group of people in an average size room. Employing a greatly improved 7" picture tube, Belmont's television picture is sufficiently brilliant to be viewed in the home during daylight hours. The Belmont television receiver may be operated with complete satisfaction in a room illuminated for normal reading.

"Overall dimensions of the modern cabinet are 14½" high, 21" wide and 16" deep. Its compactness and light weight enable it to be easily moved around the house. Because of the compactness of the receiver and the brightness of the picture, no special provisions are necessary in the home to view Belmont television."

X X X X X X X X

RCA PLANS WORLD-WIDE RADIOPHOTO TRANSMISSION SERVICE

Plans were disclosed by Thompson H. Mitchell, Executive Vice President of RCA Communications, Inc., for the expansion of the RCA radiophoto network into a world-wide transmission service in addition to its established international radiotelegraph system.

With RCA radiophoto stations already in operation in Buenos Aires, Melbourne, Cairo, Rome, Nuremberg, London, Paris and Stockholm Mr. Mitchell said that equipment for a station in Berlin had arrived there and that the station soon would be in a position to transmit and receive radiophotos across the Atlantic. Equipment is now en route, he said, for additional RCA radiophoto installations in Santiago, Chile, Rio de Janeiro, Mexico City, Manila, Honolulu, Tokyo, Shanghai, and Seoul, Korea.

While the chief traffic over the RCA radiophoto circuits has been news pictures of world events and personalities, the expanded service is expected to win favor with commercial organizations and other interests desiring speedy transmission of photos, charts, and documents of urgency.

Mr. Mitchell pointed out that, for instance, branch offices of commercial concerns could send radiophotos of their monthly balance sheets to main offices and the main offices could prepare monthly balances comprising all offices much quicker than if they had to wait for all branch balance sheets to come in by airmail or steamer. Banks likewise could radio facsimiles of checks or other monetary documents from one distant point to another for rapid confirmation of signature or authenticity.

Another possibility cited was that in which a radiophoto of a damaged ship might be transmitted to its next port of call. The receiver of the photo could thus determine what part or parts would be needed to repair the vessel and could have the necessary repair materials on hand when the ship docked.

When the proposed expansion of its radiophoto network is completed, RCA Communications will be able to handle traffic with the leading capitsla of South America and Europe and with most other parts of the world.

X X X X X X X X

ANTI-PETRILLO BILL DELAYED IN SENATE BY VARDAMAN ROW

The anti-Petrillo bill approved by a conference committee of Senators and Representatives to "curb coercive practices affecting radio broadcasting" is expected to come up in the Senate soon. It probably would have considered it before this had there not been an unexpectedly long fight over the confirmation of Commodore James K. Vardaman, Jr. for nomination to the Board of Governors of the Federal Reserve Board.

It is believed the Anti-Petrillo Bill will be one of the next things to come up after the Vardaman matter has been disposed of.

X X X X X X X X

McKNEW TO HEAD WESTINGHOUSE HOME RADIO SERVICE

W. H. McKnew, who was for more than 16 years in the home radio and sound movie fields, has been appointed Service Manager of the Westinghouse Home Radio Division.

Mr. McKnew, a Lieutenant Commander in the U. S. Naval Reserve, recently transferred to inactive status, served from 1942 to 1945 as Resident Inspector of Naval Material at the Westinghouse Industrial Electronics and X-Ray Divisions in Baltimore.

In his new capacity he will head nationwide service facilities of the Home Radio Division from headquarters at Sunbury, Pa.

X X X X X X X X

ASCAP'S 1945 INCOME FROM 29,489 LICENSEES WAS $8,881,000

The general annual meeting of the American Society of Composers, Authors and Publishers (ASCAP) was held last week in New York. More than 500 members attended. Deems Taylor, ASCAP President, opened the meeting by introducing Irving Caesar, Assistant Treasurer, who reported on the income for the year 1945. The Society's income from a total of 29,489 licensees - including theatres, night clubs, hotels, radio stations, etc. - amounted to more than $8,881,000. With operating expenses deducted, the net income for the Society is more than $7,244,000.

At the end of Mr. Caesar's report, Saul Bornstein, Chairman of the Executive Committee, informed the members of the Society's status with regard to various licensing functions and business matters. The highlight of the meeting, however, was the announcement by Mr. Taylor that the Writers Classification Committee had put into effect the formula whereby all classes of membership, with the exception of Class 4 and the permanent classes, would receive payment on a percentage basis. The next quarterly checks will be based on this fluctuating formula. This news was received with great enthusiasm by the members of the Society.

Among the guests of the Society's annual were Robert D. Swezey, Vice President of the Mutual Broadcasting System and Phillips Carlin, Vice President of Mutual in charge of Programs; Frank Stanton, President of the Columbia Broadcasting System and Frank K. White, Vice-President of CBS.

X X X X X X X X

PAUL PORTER IN A HOLE - BUT NOT AT THE OPA

Price Administrator Paul A. Porter arrived at his office in Washington Monday on crutches - memento of a softball game the day before that resulted in a sprained ankle.

His office said he was playing in a game with other OPA officials during a picnic at the McLean (Va.) home of Stabilization Director Chester Bowles when he stepped into a hole.

Not realizing the seriousness of the injury, Mr. Porter continued to play. Later he was forced to visit the Bethesda Naval Hospital for X-Ray examination. He probably will be on crutches a week, a secretary said.

X X X X X X X X X X X X X

CHICAGO WOMAN IS SUCCESSFUL AS PROGRAM DIRECTOR

The return of Miss Violet Kmety as Program Director of Zenith Radio Corporation's FM (Frequency Modulation) Radio Station, WWZR, in Chicago, is proof that women may be very useful in that field. Paying tribute to her, Commander E. F. McDonald, Jr., President of the corporation, said:

"Miss Kmety was Program Director of WWZR almost from the day of its inception until she left us six months ago to take charge of programming for Muzak, Inc. in New York.

"During her five years with Zenith Miss Kmety developed the unique program structure that made WWZR one of the nation's outstanding fountainheads of good music, and at the same time conducted continuous research into the psychological and therapeutic effects of music.

"For the past six years WWZR has broadcast nothing but music and has sold no advertising. It is the only radio station we know that does not even announce names of selections to be played - subscribers are provided with a printed program booklet giving the daily schedule. The combination of sound musicianship and large scale research on musical trends and acceptability has let to the use of our FM music by schools, colleges, churches, hospitals, the Red Cross blood bank, hotels, restaurants, and industries, in addition to a large and enthusiastic home audience. Thousands of Chicagoans have come to believe that the initials FM represent, not Frequency Modulation, but Finer Music.

"Most of the nation's FM stations are subscribers to WWZR's monthly program booklet. Many have asked, and received, permission to follow our program structure and to use programs we have developed. With hundreds of new FM stations soon to be built, we believe that the return of Miss Kmety will enable us to render a better service to the broadcasting industry and encourage greater use of fine musical programs."

X X X X X X X X

DU MONT DISCLOSES TUNER FOR TELESETS

The Allen B. Du Mont Laboratories, Inc., manufacturers of television receivers and transmitters have released details of an idea in tuning mechanism to be used on their telesets.

The device is continuously variable, and, without switching, will cover the entire frequency range from 44 to 216 megacycles. This spread will take in all 13 television channels as well as the FM section of the spectrum. Mr. Paul Ware, inventor of the system and who is in charge of its development and production, said that "the Inductuner is superior in gain, image suppression, uniformity of band width, oscillator stability, operating simplicity and economy." The band width across which the Inductuner operates covers 170 times more than the pre-war standard broadcast radio receivers.

X X X X X X X X X

RADIO ENGINEERS TO FOREGATHER AT HARRISBURG NEXT MONTH

A new television tube, railway communication, and a new system of radio navigation and air traffic control will be among subjects to be discussed at the Spring meeting of the Radio Manufacturers' Association's Engineering Department as outlined by Virgil M. Graham of Sylvania Products, Inc., Association Director of the department. The program will be as follows:

Monday, April 29 9:00 A.M. - Technical Session
Broadcast Transmitter Design as Determined by Market Survey--
M. R. Briggs, Westinghouse Electric Corporation
A 5 KW Television Tube - Design and Applications--
R. B. Ayer and C. D. Kentner, RCA Victor Division, Radio Corp. of America
A Proposed Method of Rating Microphones and Loud Speakers for Systems Use-- Frank Rumanow, Bell Telephone Laboratories
Railway Communication--
A. V. Dasburgh, General Railway Signal Company, and
E. W. Kenefake, General Electric Company.

Tuesday, April 30 9:00 A.M.-- Technical Session
The Hydrogen Thyratron--
Harold Heins, Electronics Division, Sylvania Electric Products
Mobile Communications Range Tests--
D.E.Noble, Galvin Manufacturing Corporation
The Use of Intermodulation Tests in Designing and Selecting High Quality Audio Channels
J. K. Hilliard, Altec Lansing Corporation
Navar System of Radio Navigation and Air Traffic Control--
Henri Busignes and Paul Adams, Federal Telephone & Radio Corp.

All sessions will be held at the Penn-Harris Hotel, Harrisburg, Pa.

X X X X X X X X X X

BROADCAST BANDS RETURNED TO RADIO AMATEURS

Frequencies from 3,700 to 4,000 kilocycles became available to radio amateurs last Tuesday in accordance with a previous Federal Communications Commission announcement. They had been reserved for the armed services throughout the war. The amateurs now are permitted to use 3,900 to 4,000 kilocycles for voice transmission and the balance for key work.

However, many "hams" disposed of their equipment during the wartime shutdown, and others find sufficient replacement parts unavailable as yet. Still others converted to the 10-meter band when that section of the dial was freed for amateur use last fall.

Hermann E. Hobbs of the American Radio Relay League, "hams" organization, said he did not expect to hear many local amateurs working the newly available frequencies for some time.

X X X X X X X X X X

CHARGES WINCHELL USING RADIO TO DEFEAT CONGRESSMEN

Representative Clare E. Hoffman (R), of Michigan, on Monday renewed his attacks on Walter Winchell's broadcasts, saying in part:

"Walter Winchell spearheads the present drive to undermine the confidence of the people in their chosen Representatives, to destroy the people's confidence in the Congress. One of these organizations, the press announces, has a campaign fund of some $6,000,000. The PAC and Winchell, as well as certain publications, made a similar effort to destroy the people's confidence prior to the 1942 election. They did not succeed.

"After the election, Winchell asked over a Nation-wide hook-up, and I quote:

"'How about the voters going after those other saboteurs who landed in Congress?'"

Concluding Representative Hoffman said:

"It is unfortunate and regrettable that the American Broadcasting Co. should permit Mr. Winchell to carry on a campaign of falsehood, vilification, and abuse against members of a branch of the Government. It is unfortunate that a few people without an investigation accept his statements and turn their criticism upon those vilified, rather than upon the originator and the peddler of falsehood and gossip."

X X X X X X X X X

JURY SUMMONS DEMPSEY, JR. IN CHICAGO INVESTIGATION

William J. Dempsey, Washington, D.C. attorney for the Federal Communications Commission (General Counsel) was summoned Tuesday to appear Thursday before the Federal grand jury in Chicago investigating out of court activities in the trial of William R. Johnson, whom prosecutors called the "overlord" of Chicago gambling.

After five years, Johnson and four codefendants were taken to a Federal penitentiary at Terre Haute, Ind., two weeks ago to serve sentences imposed in 1940 following their conviction on income tax evasion charges.

In his instructions, read in court to the grand jury two weeks ago, Federal Judge John P. Barnes told the jurors to investigate all out of cour aspects of the case and various persons connected with it. Of Dempsey, son of Gov. John J. Dempsey of New Mexico, he said:

"A little more than two and a half years ago, an attorney by name of William J. Dempsey came into the case. He apparently engineered the motions for a new trial on the ground of newly discovered evidence. You are instructed to examine his activities carefully."

X X X X X X X X

NAB TO TRY TO BREAK BOTTLENECK ON STATION CONSTRUCTION

The National Association of Broadcasters will ask the Civilian Production Administration to consider the problems created for the various phases of radio broadcasting by the CAP order virtually prohibiting commercial construction.

NAB's position will be outlined in a brief to be filed with the CPA. It will explain that the expansion which was predicted by both the Federal Communications Commission and the industry cannot fully develop under the present order. This expansion was expected to directly provide 25 to 50,000 job opportunities and many other thousands indirectly in radio manufacturing industries.

"Since both the CPA and WHA have expressed the desire to hear about exceptional situations", Mr. Willard stated, "this Association feels that it can render a service by presenting the facts about these extremely promising new developments which would be severely diminished for an indefinite period of time."

The radio industry and the FCC had predicted that 100 new television stations would be in operation by the end of 1947 and at least two-thousand frequency modulation stations would be broadcasting within three years. The CPA order would curtail this development and the attendant employment of additional thousands in the radio industry.

Mr. Willard (A. D. Willard, Jr., NAB Executive Vice-President) emphasized that the radio industry would continue to support the veterans housing programs.

- - - - - - - - - - - - -

Among questions and answers sent out for the information of veterans on the Veterans Housing Program by the Civilian Production Administration was the following:

Q: Does the building of a radio broadcasting building and tower require authorization?

A: Construction of an independent tower does not require authorization as the tower does not come within the definition of "structure" in the order. Buildings in connection with the tower would require authorization. The radio broadcasting industry itself is classified in the order as commercial and therefore would come under the commercial job exemption of $1,000 each on separate jobs.

X X X X X X X X X X

SCISSORS AND PASTE

Believes Radio Needs Press Criticism

(From an editorial in "Variety" which was later reprinted in the Congressional Record at the request of Representative Patrick of Alabama)

Obviously the broadcasting industry has brought upon itself the FCC radio program proposals by its abuses, which were permitted to gain momentum simply because of a lack of policing. And it's obvious, too, that in the regulations that the FCC now suggests, there will be no excessive Governmental interference. The constitutionality of control that regulates freedom of expression affords a wider interpretation than that construed by the NAB * * * The Constitution requires a broader reading today than it did a century and a half ago in order to encompass this new field of expression - radio.

There's little doubt that, if the public had been sufficiently vigilant and availed itself of its prerogatives, it could have made the broadcasters toe the mark. Or if the industry itself had been sufficiently enlightened to become aware that it was nearing the danger point, it could have taken the steps that would have made the FCC communique unnecessary. It's apparent now that the industry has not exercised self-government, either of its own volition or by public pressure.

Another factor that would have helped tremendously in making the public cognizant of what it had a right to expect would have been a critical press. Even with regulation, radio needs able criticism by men who respect it as a mature medium and accept it on a full par with other arts.

The Commission's blueprint for the future demands that the broadcaster give consideration to the FCC proposals and incorporate them into the running of his station, in addition to the mere business mechanics of operating the stations at a profit.

The FCC recommendations could well stand as a primer for the operation of a good radio station.

- - - - - - - - - - -

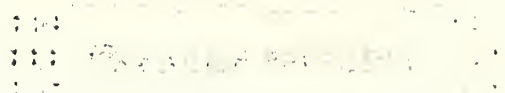
Sure Says Mayor O'Dwyer - Just Call Sarnoff and McGrady

("The Democrat", March issue, official publication of the Democratic National Committee)

In office less than two months, and having just successfully ended a crippling tugboat strike in New York'd expansive harbor, Mayor O'Dwyer was barely getting acquainted with his new surroundings at City Hall when the transit situation broke loose.

"As the affected union was a CIO member, O'Dwyer's first step was to ask CIO President Phil Murray to come to New York and sit in on negotiations with himself and his labor adviser, Ed Maguire. Then he brought in Brig. Gen. David Sarnoff, President of RCA, and Labor Counsellor Edward McGrady of RCA. In less than 48 hectic hours, the strike threat evaporated, all sides were happy, and New York's anxious public breathed a sigh of relief."

- - - - - - - - - - -



Two-thirds of Petrillo's Musicians Are Amateurs
("New Bedford, (Mass.) Standard-Times")

Unlike any other craft union in the United States, it was point out by an observer closely associated with the music industry, the American Federation of Musicians does not require an apprenticeship from a member before granting him voting power. As two-thirds of the membership are amateur musicians, Congress has been told, major elective powers thus belong not to the professionals but to the part-timers, who merely augment income from other occupations.

"This completely negates the purpose of unionism by denying the skilled power to formulate policy", the observer declared. "It is entirely opposite to union ideals and means only that real musicians are dictated to by persons not of the craft.

"But that is exactly how Petrillo wants it. As long as he can throw out gravy for the non-professionals by compelling small independent radio stations to hire them under the forced quota system he is sitting pretty. Just as long as this lop-sided voting power is maintained, he will stay as czar."

Durr Protests $148,000 Station Selling for $1,900,000
("Labor")

Even the scandalous career of the Federal Communications Commission has seldom furnished anything so shocking as a ruling against which one member, C. J. Durr, of the Commission published a scorching protest this week.

"When broadcast facilities having a total book value of only $148,000 sell for $1,900,000, and when a relatively small 1-kilowatt station earns over $300,000 net profits in one year", Durr said, "two questions present themselves:

"1. Is the purchaser buying only the seller's properties, or is it principally buying a license to use radio channels which are public property?

"2. What effect will the high price have upon the operations in the public interest? The higher the investment, the greater will be the pressure toward excessive commercialization of broadcast time."

Durr was talking about the Commission's approval of the sale of WFIL at Philadelphia. * * * *

He also pointed out that the purchaser is the publisher of the Philadelphia Inquirer, the New York Morning Telegraph, and the Daily Racing Form.

The names of those newspapers and that racing tip sheet recall the big scandal a fewyears ago, when their publisher, the late Moe Annenberg, was imprisoned for dodging income taxes on a huge scale, and was exposed as the operator of a Nation-wide illegal horse-race gambling system.

Annenberg continued to run his newspapers while in prison, and now his company has acquired two radio stations with the blessing of the FCC.

X X X X X X X X X X

TRADE NOTES

Carleton D. Smith, WRC General Manager, added another activity to his list of civic duties with his election on Monday to the Board of Directors of the Washington Board of Trade.

Incomplete reports from industry to the Civilian Production Administration indicate that approximately 700,000 sets were shipped during February or an increase of 27 percent over revised January shipments of 550,000 units. February shipments of radio sets represent approximately 65 percent of the prewar monthly rate of 1,100,000 sets. Production is being retarded by inability to obtain a balanced supply of components such as speakers, volume controls and transformers, as well as a shortage of wood cabinets especially for console models.

Among those serving on the Publicity Committee in the plan to make Washington, D. C. the model city in the food conservation drive are Carl J. Burkland, Manager of WTOP; Kenneth Berkeley, WMAL; Carleton Smith; Merle Jones, WOL, and Wayne Coy, WOL.

Warren Lee Pierson, President of the American Cable & Radio Corporation last week received the highest award given by the Government of Mexico to a person not a Mexican citizen, - the Order of the Aztec Eagle. The decoration was conferred upon him by the President of Mexico, General Manuel Avila Camacho, with the presentation being made by Dr. Antonia Espinosa de los Monteros, the Mexican Ambassador to the United States.

Mr. Pierson received the award for his "exceptional ability, long and successful career both as a public servant and a business executive, distinguished leadership as President of the Export-Import Bank of Washington, unfailing tact and courtesy, and oft proved understanding of and sincere friendship for the peoples of Latin America".

Allen B. Du Mont Laboratories, Inc., of Passaic, N. J., registered 650,000 shares of 10-cent par value class A common stock and listed Van Alstyne, Noel & Co. and Kobbe Gearhart & Co., Inc., as the principal underwriters. The public offering price is to be filed by amendment. The proceeds will be used principally for expansion of the company's facilities for television broadcasting and the manufacture and sale of television receiving sets and transmitting equipment.

Approximately 100,000 set owners will view the shows when British television resumes operations in May, according to Television Broadcast Association News Letter. Television in England has been off the air six years.

Results of a survey of more than 750 newspapers in 22 mid-western States served by the Central Division press department of National Broadcasting Company show that dailies are devoting more space to radio columns.

Figures for 1945 show that 111 newspapers are now using radio columns in addition to program listings and highlights, as compared to 47 newspapers in this category in 1944. Thirteen newspapers added radio columns. Only one paper dropped its radio column.

James M. Cox, Jr. of Dayton, Ohio, has been elected a Director of Eastern Air Lines. Son of ex-Gov. James M. Cox, former Democratic presidential nominee, Mr. Cox is Vice-President of the James M. Cox chain of newspapers and radio stations, and a former Lieutenant Commander in the Navy.

A new FM station has been built by the Radio Corporation of America in Buenos Aires. It operates on 46.3 mc.

Experts within the Columbia Broadcasting System have compiled a glossary of terms indigenous to radio and television. Published by Hastings House under the title "Radio Alphabet", the glossary is some 80 pages of documentary evidence that radio's technicians, producers, directors, salesmen and researchers really speak another language.

More than 170 operas received votes in the balloting to select six "Metropolitan Operas" for the 1946-47 broadcast season over the American Broadcasting Company.

The works to be heard next year in response to the voting are "Aida", "Carmen", and "La Traviata" in the list of repertoire operas, and "Hansel and Gretel", "Der Rosenkavalier" and "Boris" in the list of works occasionally heard.

Forty-nine stations subscribed to Broadcast Measurement Bureau's 1946 uniform measurement of station and network audiences during the final week, of which 15 came in over the week-end, bringing total subscribers to 721 stations plus all four major networks at the April 1 deadline for inclusion of station audience data in BMB's U.S. Area Audience Report, to be distributed to advertisers and agencies.

The Federal Communications Commission has authorized the transfer of KOIN to Marshall Field. The sale price of the station was $943,967, and Howard Lane, General Manager of radio activities for Field Enterprises, Inc., will go to Portland from Chicago to take over the property.

Charles W. Myers, President of KOIN, has had the station for more than 10 years, ever since leaving the old Portland (Ore.) News of which he was business manager. Many of his employees at the station have been with him for that length of time and it was his policy to allow them to buy non-voting stock in the company. At the time of the sale, 32 employee stockholders, owning from $1,000 to $10,000 worth of stock, were paid by Field at the same rate as he paid for the controlling stock. This figured about $500 a share for stock which cost employees $300.

X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

LEGAL DEPARTMENT
RECEIVED
APR 12 1946
A.M. P.M.

INDEX TO ISSUE OF APRIL 10, 1946.

Congress May Bar Choice Capital Transmitter Sites.....1

Armstrong Signs With Western Electric For FM Radiophone.....2

Daylight Saving Brings Radio Program Revamp April 28.....3
Radio Set Output Looked Upon As Reconversion Barometer.....3

Scientists Report Charged Gases From Sun Disturb Radio.....4
"Stock For Talent" Deal Branded Rumor By ABC.....4

Anti-Petrillo Bill Goes To White House.....5

"Rendezvous With Destiny"; Two Hour NBC FDR Memorial.....7

Petrillo Turns On Hollywood After Senate Bill And NAB Confab.....8
Tung-Sol To Lease Newark Plant From U.S. To Make Radio Tubes.....8

Seipmann Also Ghost For Senate Committee?.....9

Capt. Harry Butcher's Eisenhower Book To Be Released Soon.....10

DuMont To Open First Two-Way Video Net.....11

NAB Seeking To Ease Construction Curb On Radio Industry.....12
OPA Revises Radio Parts Pricing Provisions.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1724

April 10, 1946

CONGRESS MAY BAR CHOICE CAPITAL TRANSMITTER SITES

Full hearings are expected to be ordered soon by the House District Committee on a bill introduced by Chairman John L. McMillan (D), of South Carolina, which would block erection of radio and television antenna in residential areas of the District of Columbia (Washington, D. C.).

The measure, an amendment to the 1910 building heights law in Washington, would bar specifically the granting of exceptions from the residential area 90 foot height maximum for any such structures. As it stands, the law has enabled the D. C. Commissioners to permit variances for certain types of construction which have been held to include antenna towers, although not mentioning them specifically.

Chairman McMillan's action followed a protest made to him by a group of property owners living in the vicinity of the site in the choice northwest section of Washington where the Bamberger Broadcasting Service, Inc., proposes to erect a television antenna tower. This is in the neighborhood of the Washington Episcopal Cathedral.

The company has the D. C. Commissioners' approval of a 300 foot tower, approval of the site by the Board of Zoning Adjustment, and a provisional construction permit grant from the Federal Communications Commission.

The property owners around the proposed site told Chairman McMillan they had failed to block the project by protests to the Zoning Board and the D. C. Commissioners. They emphasized they did not intend to indicate opposition to television as such but felt antenna towers should be located on large tracts far removed from residences. Because of relatively high elevation of the proposed site, the 300 foot Bamberger tower might be struck by a passing plane, the property owners pointed out.

It was understood the amendment, if enacted, could be applied to projects previously approved if substantial construction work had not been accomplished by the time it became law.

The incident presents an interesting situation since the FCC has already okayed the Bamberger site on the basis that a transmitter located there would produce a satisfactory signal to meet the "public interest, convenience and necessity". Furthermore, sources at the FCC indicate there isn't much the Commission can do other than appear at the hearings as a witness to show that Bamberger has complied in every respect with the stringent FCC engineering and construction requirements.

Since many areas best suited for transmitter sites lie in what might be defined as "residential" sections of the city, the proposed bill may jeopardize plans for future FM and video operations in the Nation's Capital. Several hopeful applicants have already spent considerable time and money in testing and selecting sites that may be barred by the bill, all of which will best serve the local audiences they hope to build if and when the FCC should give them the nod.

Sitting pretty for the time being at least is DuMont Laboratories, Inc., though not as yet formally granted a license, but whose experimental television transmitter is already located atop the Harrington Hotel at 12th and E Streets, N.W., adjoining the Raleigh only a short block from Pennsylvania Avenue and almost across the street from the new Post Office Building which houses the Federal Communications Commission.

The Communications Commission recently had tentatively granted three of the four television channels in Washington to the National Broadcasting Company (WRC), the Star Broadcasting Company (WMAL), and the Bamberger Broadcasting Company (WOR, New York). The fourth channel was left unassigned with the choice to be either Philco or DuMont. Whereupon Philco withdrew its application saying it had no desire to engage in controversy with other groups who are desirous of obtaining television stations in Washington. The matter is still pending but it is believed Philco is out and that DuMont eventually will be granted the fourth license.

X X X X X X X X

ARMSTRONG SIGNS WITH WESTERN ELECTRIC FOR FM RADIOPHONE

Maj. Edwin H. Armstrong has granted a license to Western Electric Company under his FM patents for the manufacture and use of FM apparatus for mobile and other communication purposes.

The Bell System is conducting extensive trials of mobile radio telephone service, and Western Electric plans to provide frequency-modulation apparatus for use in that service. Transmitting and receiving stations to provide two-way communication will be located at appropriate points so as to make it possible for any suitably equipped vehicle to make and receive calls to and from any telephone.

The Bell System is also conducting tests in connection with the use of radio telephone to reach remote rural areas in lieu of extending wire telephone lines, and Western Electric will provide apparatus for such use by the Bell System.

The Armstrong inventions will be used for these purposes, and Major Armstrong announced that, in accordance with his policy of making licenses available on equal terms to all applicants, existing licenses would be broadened to include the new fields, and similar licenses would be available to others.

X X X X X X X X X

DAYLIGHT SAVING BRINGS RADIO PROGRAM REVAMP APRIL 28

The radio networks and hundreds of local stations are already delving into the prodigious task of revamping their radio schedules in preparation for the wholesale shuffle of program time that will take place when daylight saving time goes into effect April 28th.

The problem is further complicated by the fact that some of the larger cities, in States where daylight saving will not be in effect on a State-wide basis, will set their clocks back.

Observing daylight saving on a State-wide basis are Connecticut, Massachusetts, New Hampshire, Rhode Island and Vermont.

The question will be left to local option in New York, Pennsylvania, Maine, Delaware, Virginia, West Virginia, South Carolina, Florida, Tennessee, Alabama, Louisiana, Ohio, Illinois, Indiana, Idaho, and Missouri.

Major cities that will embrace the new time are: New York, Boston, Buffalo, Chicago, Philadelphia, St. Louis, Miami, Louisville, Newark, Charleston and Indianapolis.

Daylight saving will not be in effect in the following States: Mississippi, Texas, Oregon, Kansas, Arizona, Washington, Utah, Minnesota, Colorado, Wyoming, Montana, Wisconsin, Michigan, North Carolina, Iowa, Oklahoma, California, Maryland, Nebraska, Nevada, New Mexico, Arkansas, Georgia, North Dakota, and South Dakota.

No change in the following cities: Kansas City, San Francisco, Seattle, Dallas, Des Moines, Memphis, Milwaukee, Minneapolis, Salt Lake City, Omaha, Phoenix, and Portland, Oregon.

X X X X X X X X X

RADIO SET OUTPUT LOOKED UPON AS RECONVERSION BAROMETER

John W. Snyder, Director of Reconversion, pointed to radio production as an illustration of how American industry is beginning to roll. In the last quarter of 1945, he said, we produced 250,000 radios; in January, 1946, a total of 550,000, and in February 700,000.

"Wo we are on our way", Snyder said. "Still we've got a long way to go, and in the next three to six months there will continue to be a lot of shortages. Don't forget, it's not enough to reach and pass our previous peacetime production of civilian goods. We've got to produce far more because the demand is so much greater.

"What makes goods scarce is that there are more people who have more money today than ever before in our history. We aim to keep it that way, but we're going to increase our production to meet the demand."

X X X X X X X X

SCIENTISTS REPORT CHARGED GASES FROM SUN DISTURB RADIO

Three scientists of the Washington Carnegie Institution staff have discovered speeding clouds of electrically charged gases which hurtle from the sun into upper layers of the earth's atmosphere and seriously disturb radio communications. The scientists are H. W. Wells, J. W. Watts and D. E. George. The charged gaseous clouds, the scientists said, probably originated in or near sunspots.

Rushing at the tremendous rate of a mile every second, the clouds came into range of special detecting instruments at 500-600 miles above the earth, colliding with the ionized air 180 to 250 miles above the earth and occasionally appearing to break away and move again at great speeds.

The clouds, according to their discoverers, are said to be the result of the bombardment of the earth's atmosphere by irregular bursts of electrically charged corpuscles from the sun, emanating from the magnetized centers of sun spots.

When the clouds rush in the ionization of the well-known F-layer of the atmosphere changes suddenly having a resultant effect on the strength of radio signals over long distances. The F-layer, consisting of electrically charged air, normally is steady enough in charge and height to deflect radio waves, thus making extensive radio coverage possible. The process also changes the height of the F-layer which, likewise, effects the radio signal's field strength.

The three scientists made their discovery while studying magnetic atoms during the magneticionospheric disturbances of March 25th and 26th. They utilized a new technique for recording phenomena in the upper layers of the earth's atmosphere.

X X X X X X X X

"STOCK FOR TALENT" DEAL BRANDED RUMOR BY ABC

The American Broadcasting Company's New York office has branded as an "utter rumor" the recent news break concerning ABC's ogling top-flight radio stars with offers of stock as an inducement to join the network's talent roster. A network spokesman refused to comment when questioned further and insisted the news of the alleged stock deal plan originated with West Coast sources.

The "rumor" coincides with the news that Bing Crosby's contract with current sponsor will be allowed to run out shortly making the one man entertainment corporation a free agent in radio for the first time in years. ABC, as well as the other nets, are in there pitching for the crooner's "John Henry" on a long term contract.

It is believed Crosby would lend a very willing ear to a stock offer in view of his attempt to swing such an arrangement with a prospective sponsor in his recent conferences on the East Coast.

Some radio executives are wondering about the wiseness of such a plan if the stock inducement is actually contemplated. The logical question arises, namely, what happens to the stock noldings in case the performer flops. Some sources point to the plan as possibly being an easy way to get the talent, but all the more difficult to give the waning star the pink slip when the ratings commence to fall.

X X X X X X X X X X

ANTI-PETRILLO BILL GOES TO WHITE HOUSE

The "anti-Petrillo" bill passed by the Senate on Saturday (April 6) has gone to the White House where it awaits the President's signature.

Weathering a last moment fight by AFRA (American Federation of Radio Artists) which voiced its opposition through Senator Taylor, Democrat, of Idaho, the proposed curb on James Caesar Petrillo, AFM president, passed the Senate by the overwhelming count of 47-3.

Providing for penalties up to $1,000 fine and a year in prison, the bill, if signed by the President, will make it a misdemeanor for anyone to coerce, compel, or constrain a licensee to do any of the following things:

1. To employ or agree to employ any person or persons in excess of the number needed;
2. To pay or give or agree to pay or give any money or other thing of value in lieu of giving, or on account of failure to give, employment to any person or persons, in connection with the broadcasting business of the licensee, in excess of the number of employees needed by the licensee;
3. To pay or agree to pay more than once for services performed;
4. To pay or give or agree to pay or give any money or other thing of value for services which are not to be performed;
5. To refrain, or agree to refrain from broadcasting, or from permitting the broadcasting of a non-commercial educational or cultural program in connection with which the participants receive no money or other thing of value for their services, other than their actual expenses, and such licensee neither pays nor gives any money or other thing of value or account of the broadcasting of such a program;
6. To refrain, or agree to refrain, from broadcasting, or permitting the broadcasting of any radio communication originating outside of the United States;
7. To pay or agree to pay any exaction for the privilege of, or on account of, producing, preparing, manufacturing, selling, buying, renting, operating, using, or maintaining recordings, transcriptions, or mechanical, chemical, or electrical reproductions, or any other articles, equipment, machines, or materials, used or

or intended to be used in broadcasting or in the production, preparation, performance, or presentation of programs for broadcasting.

8. To accede to or impose any restriction upon such production, preparation, manufacture, sale, purchase, rental, operation, use, or maintenance, if such restriction is for the purpose of preventing or limiting the use of such articles, equipment, machines, or materials in broadcasting;

9. To pay or agree to pay any exaction on account of the broadcasting, by means of recordings or transcriptions, of a program previously broadcast, payment having been made, or agreed to be made for the services actually rendered in the perofrmance of such program.

The above list just about covers all the grievances the radio industry has against the AFM president.

Senator Taylor, a former radio and stage entertainer, strongly attacked the bill on the basis that any bargaining on the part of a union could be interpreted as coercion. Pointing out that there are "no means of obtaining anything without coercion", he expressed the fear that all strikes for any purpose were outlawed. This, he said, would cause hardships to all radio performers.

Calling attention to the clause in the bill as outlined in (1) above, Senator Taylor expressed the view that the bill attempts to strike at an actors' union regulation that an actor may not play more than two parts without receiving extra compensation.

Senator Johnson, of Colorado, a strong supporter of the bill declared that the bill effected no strikes that are called to accomplish a legal objective.

The legislation originally was introduced by Senator Vandenberg (R), of Michigan, who took exception to the action of Petrillo in forbidding the broadcast of a student music festival at Interlochen, Michigan, unless a tribute of three times the usual price of an orchestra of the union was paid for that privilege.

Petrillo's activities were freely discussed on the Senate floor. Senator Johnson said that "the language (of the bill) is intended to tighten it up so that Mr. Petrillo will find no means for escape. We are dealing with a very slippery gentleman."

In commenting upon the passage of the Anti-Petrillo Bill, the Washington Evening Star printed the following editorial:

"The debate in the Senate prior to passage of the bill designed to curb the more extreme activities of James C. Petrillo warrants the inference that this action has a greater significance than appears on the face of this particular legislation. * * * *

"As shown by the debate, Congress recognized that the conduct of Mr. Petrillo, as a union leader, was of such a character as to be contrary to public policy. This being so, the sponsors of the bill said flatly that the purpose of the legislation was to make it

a criminal offense for the musicians to resort to a strike to enforce any of the proscribed demands.

That is a long step for a Congress which has been singularly unwilling to restrain antisocial activities of union leaders, and it can prove to be a first step in a general overhaul of our labor laws with a view to providing adequate protection for what the President calls the "national public interest".

The Washington Post said, in part:

* * *"It is true that Mr. Petrillo and his cohorts have been phenomenally successful in compelling broadcasters - and others using musical talent - to knuckle under to union demands. It is also true that Mr. Petrillo has an almost Ickesian knack of infuriating his opponents by the scope of his edicts, and that on many occasions a public-be-damned attitude has been apparent in union actions. This was especially true in Mr. Petrillo's ban on broadcasts of concerts by students at the National High School Music Camp at Interlochen, Mich., which has caused wide public resentment.

The fact remains, however, that Mr. Petrillo and his union are not alone in unsavory labor practices. Union padding and uneconomic restrictions abound in many industries - the building trades, to mention one. Recognition of union responsibility and regulation of union abuses by law are desperately needed. Sound, fair labor legislation is at a premium on Capitol Hill. But a law limited to one particular industry, as in the present case, does not meet the need. Instead, it lays members of Congress open to the charge that spleen has gotten the better of their statesmanship. The job which the Nation requires of them, and which is again pointed up in John L. Lewis' behavior, is still knocking at their door.

X X X X X X X X

"RENDEZVOUS WITH DESTINY"; TWO HOUR NBC FDR MEMORIAL

A portion of "Rendezvous With Destiny", a two hour program dedicated by the National Broadcasting Company to the memory of Franklin D. Roosevelt, produced under the editorial advisorship of Dr. James Rowland Angell, president emeritus of Yale University, and narrated by Carleton D. Smith, General Manager of WRC in Washington, and friend of the late President, will be heard over WRC at 7 P.M. Saturday, April 13th. This network broadcast will be but an abbreviated version of the full program. The complete two-hour record volume will be broadcast over WRC Tuesday night, April 30th.

Mr. Smith, one of the three narrators heard on "Rendezvous With Destiny", was closely associated with Mr. Roosevelt. For 12 years he served as an unofficial radio adviser to the President, introducing him on the NBC network and, at presidential request, traveling with him throughout the country and abroad. Considered by the radio industry as the "radio person closest to Roosevelt", Mr. Smith was also one of the two radio reporters permitted to attend the President's funeral.

X X X X X X X X X

PETRILLO TURNS ON HOLLYWOOD AFTER SENATE BILL AND NAB CONFAB

Following close on the heels of the passage of a bill curbing his radio dealings and Monday's (April 9th) meeting with representatives of the National Association of Broadcasters in New York City, James C. Petrillo turned instead to Hollywood for his tribute.

Stopped cold from further alleged "squeeze" practices in his contractual relations with the radio industry, the AFM president was reported to be far from showing any signs of retreat, however, in the face of the Congressional measure. At the meeting with NAB officials, Mr. Petrillo did not hesitate to emphasize that the Union fears its relations with the radio industry are nearing the critical point because of what he charged was "NAB-inspired propaganda" against the Federation.

Attending the meeting at the Hotel Belmont Plaza at the invitation of Mr. Petrillo, including Justin Miller, President, NAB officials were highly elated that the recent turn of events had brought legislation to back their arguments.

The broadcasters feel that the main accomplishment of the meeting with Petrillo was the establishment of the joint committee including the AFM and NAB presidents which will meet again on Monday, April 15th, to begin a study of future relations between the musicians and radio stations. The committee will be temporary.

Petrillo's new demands on Hollywood ask for more pay for more musicians employed regularly by motion picture companies.

X X X X X X X X

TUNG-SOL TO LEASE NEWARK PLANT FROM U.S. TO MAKE RADIO TUBES

The electronic and radio tube plant operated by Tung-Sol Lamp Works, Inc., at Newark, N.J., will be leased to that company for 11 months with a 90 day option to purchase, the War Assets Administration has announced.

The company plans to use the facilities for the manufacture of electric lamps and radio tubes. About 150 to 200 persons are expected to be employed.

Included in the lease are a plot of land about 150 feet by 196 feet and a two-story building with a floor area of 39,996 square feet. Actual cost of the land and building amounted to $275,235 and the present estimated fair value is $254,840.

The lease provides for a rental of $1,793 monthly, representing a return of eight per cent on the present normal reproduction value, $268,946. The sale price under the option to purchase is set at $255,000.

X X X X X X X X X

SEIPMANN ALSO GHOST FOR SENATE COMMITTEE?

Speculation is rampant in radio circles over whether Charles A. Seipmann, who was ghost writer of the Federal Communications Commission's recent document attacking radio's alleged programming ills also lent a hand in the preparation of a special Senate Committee's report on FM just released (April 10).

The report entitled "Small Business Opportunities in FM Broadcasting", issued by the Senate's Special Committee to study problems of American small business, headed by Senator James E. Murray of Montana, opens with a prefatory note signed by Senator Murray which reads, in part, as follows:

"The development of FM broadcasting will more than double the number of broadcast stations in the United States. This presents a remarkable opportunity for new small business, for the cost of constructing and operating a broadcast station is far less than most people realize. Statistics show also that the profits in the radio field are unusually high to proportion to cost of plant. Radio broadcasting is thus a field of enterprise which is unusually well adapted to small business units. Most standard broadcast frequencies in profitable market areas have already been assigned, but the opening of the FM band should provide an excellent opportunity for newcomers to radio.

"This is a happy situation, for it not only makes possible a large number of new and independent businesses but it also makes it possible to correct tendencies toward concentration of control which were manifesting themselves in the broadcasting industry. FM, in short is Radio's Second Chance."

"Radio Second Chance" is the title of Seipmann's new book just out in which the author sees in FM radio's opportunity for "A second chance" after muffing the ball in the AM field.

Other excerpts from the Committee report are:

"Radio broadcasting is a field, which by its very nature is admirably adapted to small business. The cost of building the physical plant of a radio station is much less than the capital outlay of most businesses with comparable returns. A community FM broadcast station involves approximately the same investment as one chain drug store, while a rural FM station with higher power serving a larger area involves approximately the same investment as a grocery supermarket."

"One of the most controversial aspects of the FCC's decision to distribute all frequencies immediately, is the fact that it denies to men and women in the armed forces, and to veterans recently discharged, an equal opportunity to compete with other citizens for FM frequencies. All of the more desirable frequencies may well be distributed before these members of the armed services are reestablished in civilian life and have had time to organize their broadcasting ventures."

"The probable prices of six major items of broadcast equipment for a 250 watt station range from a minimum of $6,420 to a maximum of $15,500; for a 1-kilowatt station, from $10,020 to $20,210; for a 3-kilowatt station, from $12,420 to $24,427; for a 10-kilowatt station, from $22,020 to $34,566; and for a 50-kilowatt station, from $73,520 to $85,110. The six items included in these prices are transmitters (including royalties), antenna (but not supporting structures), control consoles, remote pickup (wire line), turntables, and monitors."

"This Committee is interested in the development of a democratic FM industry, the members of which are actively competing, through good program service, for the listener's ear, the advertiser's dollar, and the public's franchise.

"In accord with the spirit of the Communications Act of 1934, this competition should always be kept open to newcomers. In order to aid in the achievement of this goal, it is suggested -

"1. That the Commission give careful attention to a plan whereby a certain number of FM channels be reserved for distribution after veterans have had a chance to organize their applications and after the number of receivers in the hands of the public make the enterprise feasible for modestly financed newcomers. . . . .

"2. That the Commission give consideration, in weighing applications, to an applicant's plans for future growth, as well as his present blueprints. Opportunity for expansion is the lifeblood of small business, and radio will benefit by the vigor and energy of those who enter on a small scale with ambitions to grow. Conversely, it will suffer if, during the next few years, it becomes merely the dumping ground for investment - thirtys capital accumulated in other fields. . . . . .

"3. That the Commission undertake to keep the public fully informed of the development of new communications devices; that it encourage the widest possible participation in their development; and that it provide information and assistance to prospective applicants, both in Washington and in its various field offices."

X X X X X X X X

CAPT. HARRY BUTCHER'S EISENHOWER BOOK TO BE RELEASED SOON

Advance copies of "My Three Years With Eisenhower", the personal diary of Capt. Harry C. Butcher, USNR (formerly Washington CBS vice-president), Naval Aide to General Eisenhower, have been received. The book will be on sale about the end of the month. The price is $5.00.

It will be the Book of the Month Club offering for June.

X X X X X X X X

DuMONT TO OPEN FIRST TWO-WAY VIDEO NET

Opening of the DuMont Television studios in the John Wanamaker store of New York on Monday, April 15th, will mark establishment of the nation's first permanent commercial-plan television network, it was announced by Leonard F. Cramer, Vice-President and Director of the television broadcasting division of the Allen B. DuMont Laboratories, Inc.

The network will link the DuMont stations in New York (WABD) and Washington, D. C. (W3XWT). DuMont applications are pending with the Federal Communications Commission for stations in Cleveland, Pittsburgh and Cincinnati for inclusion in the network. A potential audience of approximately twenty million viewers may be reached through television when the five-city network is completed.

More than a half million dollars has been spent in converting the huge, theatre-type auditorium of the John Wanamaker store at 9th Street and Broadway, in New York, into the world's most modern television studios. In lighting, camera and audio equipment, the new studios bring practical television to postwar standards and will result in telecasts of vastly improved quality, according to Mr. Cramer

Approximately one million cubic feet have been utilized for the three studios, control rooms, promenades, dressing rooms and other appurtenances. The largest of the three studios exceeds in size that of any other television studio now in existence. One of its main features is accommodations for an audience of 700. There are 400 permanent seats and room for an additional 300 persons on special occasions.

Balconies overlook three sides of the huge studio and permit an unobstructed view of studio activities. Nine large viewing monitors are suspended from the ceiling to enable the studio audience to see the picture actually being sent out over the air.

The new facilities will afford the general public the first opportunity to see television studios in operation. The studios have been constructed so that customers and guests of the Wanamaker store may see rehearsals as well as telecasts and a quarter of a million visitors to the new studios are expected each month.

The premiere program on April 15th will feature the first two-way use of the coaxial cable between New York and Washington, with part of the program originating in each city. In addition to the audience in the DuMont John Wanamaker studios in New York, an audience of Senators, Representatives, Federal Communication Commissioners and other governmental officials will be gathered in the Statler Hotel in Washington to view the program over a group of specially installed television receivers. Both DuMont stations will televise the program over the air, as will the Philco station in Philadelphia.

X X X X X X X X X X X

NAB SEEKING TO EASE CONSTRUCTION CURB ON RADIO INDUSTRY

The National Association of Broadcasters this week was to present an elaborate brief to officials of the Civilian Production Administration and the Federal Housing Administration which would plead the radio industry's case for lifting the curb on construction.

It is expected that the NAB brief will point out how the $1,000 ceiling on construction costs just about freezes FM and television operations and will recommend that the industry be pladed in the $15,000 category.

NAB claims impending expansion in radio and television will provide upwards of 75,000 new jobs, many of which will be open to veterans.

"If all the radio and television stations with applications pending before the Commission ere permitted to build just a passable transmitter building at $10,000-15,000 per", A. D. Willard, Jr., Executive NAB Vice-President observed, "only about $2½ million worth of materials would be committed to the project, a mere drop in the bucket to keep a 5 billion dollar industry going."

The NAB reports that it is in favor of the veteran's housing project but feels that radio's demand for building materials would have no detrimental effect on it.

FM manufacturers and Television Broadcasters' Association have also filed requests asking reconsideration of radio's classification under the new construction regulations.

Some sources believe that the CPA will consent to some kind of revision of the regulations with respect to the radio and television industry within the next 10 days.

X X X X X X X X X X

OPA REVISES RADIO PARTS PRICING PROVISIONS

A revision of the pricing provisions of the Office of Price Administration regulation for machines and parts, including radio parts, designed primarily to adapt the regulation to the needs of manufacturers in the industrial changeover to production of more standardized peacetime products, was announced Monday by OPA.

Appendix A of the regulation, which lists the commodities covered, is amended to include more, as well as more detailed, commodity headings. The items which have been added or redefined are the following (base dates are given for new items):

Antennas, radio, including automobile antennas, except built-in antennas included within the cases of domestic radio receivers - March 31, 1942

(Continued at bottom of page 16)

SCISSORS AND PASTE

Doubts Whether Anti-Petrillo Bill Is Tight Enough
(Richard L. Strout in "Schristian Science Monitor")

Even the authors of the wartime anti-strike Smith-Connally Act now admit that it failed of its purpose. President Roosevelt vetoed it, but it was promptly passed over his veto. It was a bill directed at John L. Lewis, who did not mind it at all. It was an example of bungling legislation.

Now another bill is practically through Congress, directed at James Caesar Petrillo, head of the A. F. of L. Musiciaions' Union.

Of Mr. Petrillo himself, the less said the better. It is impossible to defend his attitude and his disregard of public opinion. Mr. Petrillo doesn't seem to know the kind of a world he is living in. He does organized labor a grave disservice.

Under these circumstances it would seem reasonable that Congress could do a competent job on the abuses which Mr. Petrillo represents. An effective legislature should be able to formulate competent measures to cure a given situation. There is grave doubt, however, whether the House has done so in this instance. According to the legal saying, bad cases make bad laws. It is questionable whether the anti-Petrillo bill, as the House has formulated it, is wise in some of its far-flung provisions; and some conservatives on the floor of the House challenge its constitutionality.

This bill does not apply merely to musicians. It applies to about anybody working on or around broadcasting stations and threatens to set important precedents for almost anybody drawing a royalty.

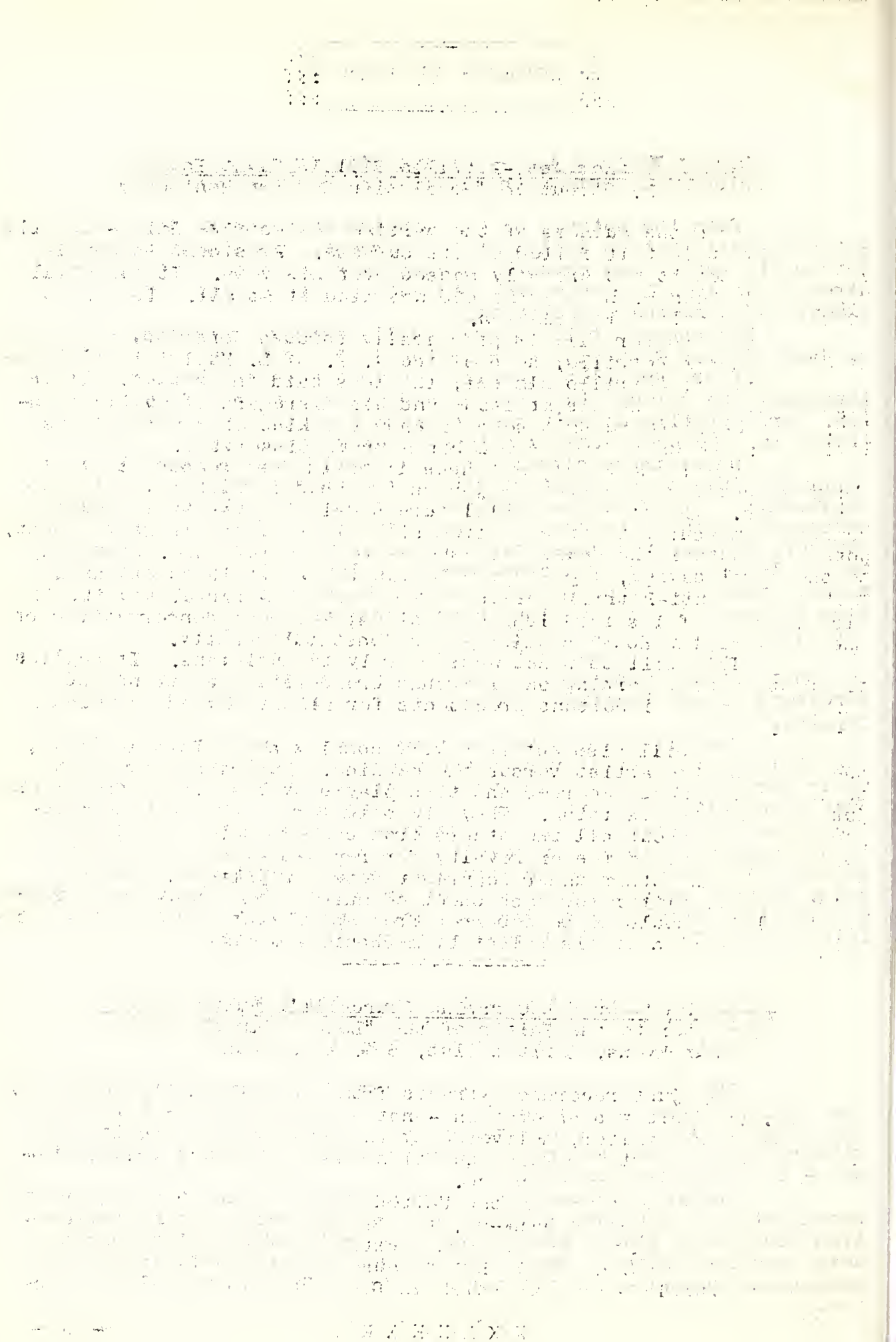
The bill also enters a very complex and debatable field, tne field of the artist versus the machine. Musicians have seen their performances recorded and then played over again on radios and juke boxes with misgiving. They are paid for their first performance, but how about all the others from canned music? In justice, is not some kind of fee or royalty for reproduction a reasonable objective? An author under copyright gets a royalty on each book sold; a music writer for each sheet of music. How about the performer himself? Should he be debarred from appropriate fees on the multiple reproduction of his talent by mechanical means?

BBC Chided For Not Carrying Churchill's Fulton Speech
(A letter to the Editor of the "London Times" from Arthur Evans, Carlton Club, S.W. 1, London)

Why just recorded extracts from Mr. Churchill's speech on the B.B.C.? Here was an oration - not a party speech - for which the whole world waited, delivered by the acknowledged architect of victory on the most important question which confronts mankind today - the preservation of peace.

And yet, although the United States found it necessary to broadcast on a national link-up, the British Broadcasting Corporation could only give a few recorded extracts after a late night news headline report. Why? Not because of unsuitable atmospheric conditions surely - the reception in Great Britain was almost perfect.

X X X X X X X X



Reinsch Making Progress with Distinguished Radio Pupil
(From "A Year of Truman" by Noel F. Busch in "Life" April 8)

President Truman's qualities as a speaker are well known to the millions who have heard his rather high, flat voice reverberating dryly in their loudspeakers or who have seen, masterplated on thousands of newsreels, the quick darting looks and the therapeutic grin with which he punctuates his stiff sentences. At close range or before a small audience, Truman is a far more satisfactory orator than he is over the air or even through the amplifying systems needed in great auditoriums, and the job of projecting through the latter some of the sincerity and warmth that Truman conveys to intimate gatherings is the preoccupation of his speaking coach, a young radio expert named James Leonard Reinsch. Reinsch first took Truman in hand just before he became vice president and had in mind a full-length course, at the end of which his pupil was to be a modern Demosthenes.

According to Reinsch, the U. S. Senate, far from being an academy for orators, is an environment calculated to ruin whatever native talents in this line a member may possess. Senators tend to slur their words; they become so accustomed to visible audiences that they are afraid of microphones, and the habit of ad-libbing makes them sound stiff and uneasy when delivering text prepared in advance. Despite these handicaps, Reinsch has made considerable progress with his present pupil. En route to Fulton, Churchill was polishing his speech, which was written entirely by himself, by the addition of a few choice phrases. Truman was engaged in practicing the recitation of his less important shorter one to be delivered the next day to the Federal Council of Churches which had been written in collaboration with his aides. His system is to read his speeches into a wire recorder, the result of which Reinsch then criticizes for intonations, emphasis and pronunciation. This process is repeated several times until the oration is as perfect as practice alone can make it.

Petrillo is Congressional Target - Not Labor Generally
(Mark Sullivan in "Washington Post")

Excepting the so-called "anti-Petrillo" measure - directed against one leader of one union in one industry, radio communications - no proposed labor legislation has passed both branches of Congress. So far as the basic labor law, the National Labor Relations Act (Wagner Act), made the recent strikes possible, it makes future strikes possible, of the same kind and with the same consequences to the public. The power of unions and leaders remains the same.

Teacher Cashes in on Broadcast Slip
(Danton Walker in "Washington Times-Herald")

It cost Ed Gardner $2,500 and a letter of apology to his former school teacher for his remarks about her legs on his radio show.

X X X X X X X X X X X

TRADE NOTES

Gardner Cowles, Jr., publisher of the Des Moines Register & Tribune, and President of the Cowles Broadcasting Company, along with a group of other prominent newspaper and magazine publishers, is making a three week plane tour of Austria dn Germany under the auspices of the War Department.

Brig. Gen. William F. Chickering, wartime Director of the United States Army Postal Service throughout the world, and Dudley Wood, former adviser to the Secretary of Commerce on foreign trade matters, have been appointed Executive Assistants in the International Division of the Radio Corporation of America.

If it is true, as Senator Thomas (D), of Oklahoma, charges that Chester Bowles is trying to get President Truman's job, that should about put Paul Porter into the running as Vice-President.

Experimental electronic equipment, which revealed future possibilities for nation-wide distribution and projection of theater television, was demonstrated by General Electric at Schenectady last week. Microwave radio relay equipment was utilized to send a half-hour program from the WRGB television studio to the Civic playhouse where it was flashed on a screen 11 x 15 foot in size by means of a special television projector provided by the Rauland Corporation of Chicago.

This was the first time a microwave relay equipment has been used to feed television signals to a theater for large screen projection.

David Sarnoff, President of the Radio Corporation of America, received the honorary degree of Doctor of Laws from the Jewish Theological Seminary of America in New York last Sunday. Dr. Louis Finkelstein, President of the Seminary, conferred the degree.

Mrs. Truman suffers from mike fright, according to Life.

A new direct radiotelephone circuit between Belem and Manaus in Brazil by the Companhia Radio Internacional do Brasil, operating subsidiary of the International Telephone and Telegraph Corporation, was opened last Monday. The new circuit, augmenting communications facilities in Brazil, will serve to integrate telephone communications between these two centers in Northern Brazil.

Washington newspapers carried an advertisement by Willis E. Burnside & Co. of 30 Pine Street, New York City, offering for sale 99,000 shares of United States Television Manufacturing Corporation common stock at $3.00 per share.

Appearing there for the fourth successive year, Frank E. Mullen, Vice-President and General Manager of the National Broadcasting Company, will be the opening guest speaker at New York University Summer Workshop.

Paul J. Boxell has succeeded Capt. Pierre Boucheron as Director of Public Relations for the Farnsworth Television & Radio Corporation. Capt. Boucheron was recently named Manager of the Farnsworth Broadcast Division and Station WGL at Fort Wayne.

Mr. Boxell was formerly public relations aide to Gen. A.A. Vandegrift, Commandant of the U. S Marine Corps, in Washington. He joined the Fransworth Corporation after transferring to inactive status in the Marine Corps, in which he served three-and-a-half years. Prior to the war, Mr. Boxell, who is a native of Indiana, was for five years an editor and writer for The Indianapolis Times and the United Press, following which he did special public relations work, and was in charge of radio programming, for Indiana University, Bloomington, Ind.

WOL, Cowles Washington outlet for the Mutual Broadcasting System, has signed Marian Sexton as Director of Women's Programs. Mrs. Sexton comes direct from KMOX, St. Louis, CBS station, where she created a number of new women's features. Prior to that she had been with WTAD, Quincy, Ill., and WMBD, Peoria, Ill. A graduate of Stephens College, Missouri, Mrs. Sexton's early training was in the theater.

Bringing the total of Don Lee network stations up to forty, a new affiliate will begin air operations in Reno, Nevada, June 1st, it was announced by Lewis Allen Weiss, Executive Vice-President and General Manager of the Don Lee Broadcasting System.

The Reno affiliate is owned by Sierra Broadcasting Co. and from its new studio and transmitter, currently under construction on Cassinelli Road, the station will cover Reno and vicinity, with 250 watts and 1340 kilocycles.

The Federal Communications has authorized the Cowles Broadcasting Co., operations of Station WOL in Washington, D.C. to construct an experimental color television station at Wheaton, Md., adjacent to Washington. The new station will be on the same tract as the WOL transmitter and it is expected that the transmitter antenna tower will be used at first.

X X X X X X X X X X

(Continuation of "OPA Revises Radio Parts Pricing Provision", p. 12

Radio Receivers, all except the type defined in MPR 599 (Radio Receivers and Phonographs) as "Consumer type Radio Receivers".	
Radio Headphones	March 31, 1942
Record Changers, and parts, except cased record changers designed for retail-consumer sale	March 31, 1942

The heading "Radio receiving equipment parts, etc." is amended by adding "except chassis for radio receivers and phonographs of the type subject to MPR 599 (Radio Receivers and Phonographs)."

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

APR 16 1946 M.
A.M.

To All Attys

INDEX TO ISSUE OF APRIL 17, 1946

Would Aid Veterans By Easing Station Construction Curb.....1

Westinghouse Signs Armstrong FM Licenses.....3

New York And Washington In First Permanent TV Link.....4
DeW. Millhauser, RCA Finance Committee Chairman, Dies.....4

Truman Signing Petrillo Bill Warning To Other Dictators.....5

Gridiron Club Roasts Petrillo; President Truman Beams.....6

New Services For Radio "Hams" Planned By RMA.....7

Sylvania 1945 Sales At New Record High Of $126,792,723.....8

WMCA Congressional Program Unique (Says Congressman).....9
Commander Storer And Bride Sojourning In Bahamas.....9

ACR 1945 Radiotelegraph Revenues Increase; Cables Decrease.....10
Marine Recorded Battles Now To Record Peacetime Pursuits.....10

Demand For Sets Estimated At As High As 27,000,000.....11
Thomas D. Blake Leaves State Dept. Post To Join I. T. & T.....11

"Radiotype" Pours Out UN Press Copy At 7,200 Words Per Hour.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1723

April 17, 1946

WOULD AID VETERANS BY EASING STATION CONSTRUCTION CURB

The National Association of Broadcasters took another vigorous step forward Monday in urging the Civilian Production Administration to give special consideration to exempting broadcasting stations from the recent drastic restricted construction order. In this latest appeal for relief, it was pointed out that the development of mass communication would be of further aid in the employment of veterans. The veterans' angle was emphasized throughout the plea.

A letter addressed to John D. Small, CPA Administrator emphasizes that the requested immunity for building by radio broadcasters represents a small portion of the overall cost of construction and installation of a radio station and involves only a negligible amount of building materials now restricted by the CPA.

Studies disclose that "building acquisition and construction represents slightly more than one-fifth of the overall expected expenditures by applicants including transmitters, studio equipment, and facilities."

Pointing out that the FCC issues a construction permit for radio stations only after a thorough study to ascertain that the station will serve in the public interest, convenience, and necessity, the letter to CAP goes on to say that by the end of 1946 the FCC will have granted about eleven hundred permits for new stations.

It is estimated that some 20,000 new jobs will be created directly in station employment as soon as these stations can be established. In addition, the request points out, "Construction of FM radio stations at this time is essential to the creation of a vast new market for receivers", and the manufacture, distribution, installation and servicing of FM transmitters and receivers would provide employment for untold thousands of veterans.

Based on these and other facts, the CPA was urged to placed radio stations in the fifteen thousand dollar exemption class, instead of the one thousand dollar category which the request states "is completely inadequate and would stop dead in its tracks the program for new radio stations."

It was further requested that authorization for construction of new radio stations the cost of which would exceed fifteen thousand dollars be considered and passed upon by the Washington offices of the CPA.

The letter to Administrator Snyder read, in part:

"According to War and Navy Department surveys, several thousand veterans have expressed a preference for employment in radio and television broadcasting. How are these job opportunities to be provided? Veteran employment in broadcasting stations is already at a high level. This is due, in part, to the fact that approximately 25 per cent of the personnel of America's broadcast stations entered the armed services. These employees are now returning to their old jobs. While it is the policy of the broadcasting industry generally to give job preference to Veterans in added employment and replacements, substantial additional employment of Veterans can come only through the establishment of new radio stations.

"The Federal Communications Commission, whose responsibility it is to determine the necessity for each proposal for a new broadcast station, and can issue a construction permit only after a finding that the granting of the application will serve the public interest, convenience, and necessity, estimates that by the end of 1946 it will have granted about eleven hundred permits for new stations. A number of these grants will be for FM stations to licensees of existing AM stations, whose existing facilities are adequate, so little, if any, new construction materials would be involved in those cases. New stations, the ones which will provide the bulk of new job opportunities, will, of course, require new transmitter houses and studios. A "dollar" measure of limitation on new construction works a particular hardship on radio stations. The proportion of the cost for engineering and architectural services is substantially greater for radio facilities than for the usual run of little building, due to the special use to which these facilities are put and to the necessity for special design, arrangement, and acoustical considerations. Complete exemption of construction of radio stations granted construction permits by the Federal Communications Commission would involve only a negligible amount of materials.

"A review and spot check of applications on file with the Commission discloses that of 206 FM applications studied, the expenditure for construction or acquisition of buildings fell into the following categories:

132 below $10,000; 33 - $10,000-$15,000; 19 - $15,000-$20,000; 13 - $20,000-$30,000; 5 - $30,000-$50,000; 2 - $70,000; 1 - $131,875; 1 - $150,000.

"FM was on the threshold of a phenomenal growth at the outbreak of the War. The interest shown in this new method of broadcasting by broadcasters and others was so great in fact that it became necessary for the Federal Communications Commission to review its allocation of the radio spectrum and as a consequence the Commission increased the number of channels for FM from forty to one hundred channels. This expansion required the relocation of the band into another portion of the spectrum. This realignment naturally occasioned some delay so that it is only recently that the Commission has commenced to make final grants for construction. This all adds up to the fact that at the time of the VHP Order #1

the way was cleared for the greatest expansion program in the history of broadcasting. Twenty thousand new job opportunities may thus be provided in station employment as soon as these stations can be established. In addition to the benefits to be afforded listeners in a higher quality of reception and wider selection of programs, there will be created a tremendous market for new FM receivers. The active demand for FM receivers, of course, will be substantially retarded if construction of FM broadcast stations is stopped. Obviously, the result of eliminating such a market will vitally affect the employment of a large number of Veterans engaged in the manufacture, distribution, installation, and servicing of equipment and receivers.

X X X X X X X X

WESTINGHOUSE SIGNS ARMSTRONG FM LICENSES

Execution of a licensing agreement under which all frequency modulation patents held by Major Edwin H. Armstrong become available to the Westinghouse Home Radio Division for use in FM receivers, was made known last week.

Under the agreement, effective at once, Armstrong patents will be incorporated in the full Westinghouse FM line spearheaded by the Symphonic 14, a 14-tube AM-FM-shortwave phonograph combination just price-approved by OPA at $299.95.

Other sets affected by the agreement are: The Musicale, another 14-tube AM-FM-shortwave phonograph combination selling for $249.95; and The Century, a straight FM receiver priced at $159.95.

Additional agreements covering Armstrong licensing for all receivers, railroad and special services transmitters and studio equipment manufactured by Westinghouse also were announced by Walter Evans, Vice President in Charge of all Westinghouse radio activities. Commercial transmitters are not covered, since such licenses are issued only to station operators, not to manufacturers.

Included, however, are agreements for six FM stations operated by Westinghouse in Pittsburgh, Philadelphia, Boston, Springfield, Mass., Fort Wayne, Ind., and Portland, Ore.

X X X X X X X X

Radio audience measurements of C. E. Hooper, Inc., and the Cooperative Analysis of Broadcasting underrate the true size of the listening audience, (Hooper by 10 percent, CAB by more than 20%) according to a year-long study of present sampling systems made by McCann-Erickson, Inc., of New York.

X X X X X X X X X

NEW YORK AND WASHINGTON IN FIRST PERMANENT TV LINK

Washington was linked with New York and Philadelphia Monday in the Nation's first permanent commercial television network by coaxial cable.

The network went into operation with the opening of new studios of television station WABD in New York, operated by the Allen B. Du Mont Laboratories, Inc., with studios at the Harrington Hotel in the Capital, sending-receiving station for the Washington end of the line.

Senator McMahon (D), of Connecticut, speaking from Washington, revealed that television would be used at the atomic bomb tests at Bikini Atoll to record actual effects of the blasts for remote observers. The television transmitters and pickup apparatus will fly with planes in the bomb-dropping fleet, he said.

Other speakers were Senators Albert W. Hawkes, of New Jersey and James M. Mead of New York.

Du Mont officials said stations in Pittsburgh, Cleveland and Cincinnati will be added to the network with a potential audience of 20,000,000 persons, which eventually is expected to be expanded into a coast-to-coast hookup.

Dr. Quo Tai-chi, Chinese Ambassador and Chairman of the United Nations Security Council; Gov. Walter E. Edge of New Jersey and Mayor William O'Dwyer of New York were among guests at the New York studio in John Wanamaker's Department Store.

Dr. Quo predicted in a broadcast speech that worldwide television networks would be inaugurated soon, which "will no doubt further contribute greatly to our knowledge of the ways of line in other countries, which is an important factor in bringing good neighborliness among nations."

X X X X X X X X X

DE W. MILLHAUSER, RCA FINANCE COMMITTEE CHAIRMAN, DIES

DeWitt Millhauser, 60 years old, Chairman of the Finance Committee of the Radio Corporation of America, and a Director of the National Broadcasting Company and R.C.A. Communications, Inc., died in New York Monday. In 1899 he joined the international banking firm of Speyer & Co., becoming a partner in 1920. He retired from the firm in 1937.

On March 15, 1929, Mr. Millhauser was elected a Director of the Radio Corporation of America. A former member of the New York Stock Exchange and the Investment Bankers Association of America, he was a Director of Hart, Schaffner & Marx and a former Director of the American Bemberg Corporation and the North American Rayon Corporation.

X X X X X X X

TRUMAN SIGNING PETRILLO BILL WARNING TO OTHER DICTATORS

Even if the Supreme Court should rule the anti-Petrillo bill which President Truman signed Tuesday, unconstitutional, the unprecedented action of Congress in enacting such legislation is believed to mark the peak of labor dictatorship and to be a sharp warning to other labor dictators as to what might happen to them if they follow in Petrillo's footsteps.

As to Petrillo himself, the bill making a Federal offense to use coercion against radio broadcasters is one of the worst personal rebukes Congress has accorded any individual labor leader or otherwise in the history of the United States.

Notwithstanding the fact that Petrillo will no doubt move heaven and earth to overturn the bill in the highest court (in New York following President Truman's signing the bill Petrillo was quoted as saying he had no comment), it remains to be seen what the effect of the squelching given him will be. In some quarters the opinion was expressed that the attendant publicity might "make" him bigger, another John L. Lewis, as it were. Others well informed were inclined to doubt this and pointed to the fact that during his fight - the worst in his long career - not a single labor leader came to his rescue and only one Congressman, Marcantonio, left winger from New York, stood up for him - that Petrillo's star might be on the wane. In fact, there was a rumor that even his own union might try to rid itself of him if indeed the American Federation of Labor with which Petrillo is affiliated did not beat them to it. This led to a report that Petrillo might join the CIO.

At any rate the overwhelming action of Congress in passing the anti-Petrillo bill in which President Truman lost no time signing has unquestionably put the shoe on the other foot. Heretofore the broadcasters were apparently at his mercy, now Petrillo is one who has to do the worrying.

In view of the tense labor situation, it was expected that President Truman in acting upon the Anti-Petrillo bill might have something to say but he signed the bill without comment.

The measure, which is expected to sound the death knell of "featherbedding", provides penalties up to a year's imprisonment and a $1,000 fine for compelling or trying to force broadcasters to do the following things:

Hire more employees than they need
Pay for services not performed
Pay unions for using phonograph records
Pay again for broadcasting transcript of a previous program
Halt programs originating in foreign lands or any type of non-commercial, cultural or educational program.

The last-named hits at Petrillo for banning the broadcasts of the amateur student music festival at Interlochen, Mich. In fact, it was Senator Vandenberg's bill aimed at this which first aroused Congress. This was followed by a more general bill introduced by Representative Lea of California, and the bill Congress agreed upon combined the two.

X X X X X X X X X

GRIDIRON CLUB ROASTS PETRILLO; PRESIDENT TRUMAN BEAMS

It was an unlucky break for James C. Petrillo, musicians czar, last Saturday night that almost at the time the bill Congress so overwhelmingly passed shearing him of dictatorial power arrived at the White House for the President's signature, the Gridiron Club composed of the foremost newspaper correspondents in the Capital at its Spring dinner put on one of its famous skits in which Mr. Petrillo was given a terrific roasting. It proved to be one of the biggest hits of the evening bringing forth thunderous applause. President Truman, who was the guest of honor at the dinner, heartily joined in the laughter that greeted the conclusion of the skit. If Mr. Truman, the pianist, had any sympathy for his fellow musician, Mr. Petrillo, the violinist, it was not apparent at this time.

Usually at the Gridiron dinners the famous personages are present and are introduced to the audience before the skits are put on but if Mr. Petrillo was invited to attend, he was conspicuous by his absence as was Representative Vito Marcantonio, of New York, the other character in the act.

The scene was laid in the Roman forum, with Vito Marcantonio, left-wing Congressman from New York City, broadcasting a funer oration over station R-O-M-E.

"Marcantonio: Friends, Romans, countrymen, lend me your ears. I came to praise Caesar, not to bury him. The Congress,it took him for a ride, and ran its dagger through his gizzard, but oh, how noble was this man!

"They say our Caesar was ambitious
Because he levied on the juke-box,
Because he stopped the kid musicians,
Because he stung the radio networks,
But the evil that men do lives after them,
The good is often buried in their trombones."

After more encomia, six trumpeters marched in, and Marcantonio commanded them to "blow the dirge." At the first notes, Petrillo leaped from the bier, threw off his shroud.

"What the devil do youse guys mean?" he cried. "You guys know you gotta have an extra crew. Where are your six standby musicians? I call a strike."

This uproarious climax was particularly enjoyed by those present identified with the radio industry, who included:

Walter Brown,WSPA, Spartanburg, S.C.; Gene Buck, past President, American Society of Composers; Wayne Coy, WINX, Washington; Charles R. Denny, Acting Chairman, Federal Communications Commission; Leif Eid, NBC, Washington; Mark F. Ethridge, Louisville Courier-Journal; Bond P. Geddes, Vice-President and General Manager, Radio Manufacturers' Association; Ray Henle, commentator, WOL, Washington; Rosel H. Hyde, Federal Communications Commission; Merle Jones, General Manager, WOL, Washington; H. V. Kaltenborn, commentator, New York City; Edgar Kobak, President, Mutual Broadcasting System, New York City; Horace L. Lohnes, radio counsellor, Washington; Eugene Meyer, President WINX, Washington; Edgar Morris, Zenith Washington representative;

Also, James J. Nance, Vice-President, Zenith Radio Corporation, Chicago; Edward J. Noble, Chairman, American Broadcasting Company; Paul A. Porter, Director, Office of Price Administration; Frank M. Russell, Washington Vice-President, National Broadcasting Company; David Sarnoff, President, Radio Corporation of America, New York City; A. A. Schechter, Mutual Broadcasting System, New York City; Carleton D. Smith, General Manager WRC, Washington; Senator Charles W. Tobey, New Hampshire, Senate Interstate Commerce Committee; and Albert L. Warner, commentator, WOL, Washington.

X X X X X X X X X

NEW SERVICES FOR RADIO "HAMS" PLANNED BY RMA

Plans for providing new services to radio amateurs, especially the former service men who are taking up amateur radio as a hobby, were considered by the newly formed Amateur Activities Section of the Radio Manufacturers' Association at a meeting in New York City last week.

The section discussed present problems confronting "ham" operators, including the crowded conditions on certain amateur bands. Members of the section agreed that they did not want to do anything to interfere with the activities of the present radio amateurs, and admitted the difficulties in obtaining additional bands for amateur operations at this time.

It was suggested that newcomers in the amateur field, especially youths of school age, be encouraged to operate in the very high frequency bands if they take up amateur radio operations as a hobby.

Members of the section, many of them radio "hams" for a quarter of a century or more, estimated that the number of radio amateurs in this country may well grow from more than 60,000 to 240,000 or more within the next few years. Chairman Halligan, President of Hallicrafters Co., estimated that the job of providing amateurs with radio equipment may develop into a$60 million a year business as compared with a pre-war high of $20 million.

X X X X X X X

SYLVANIA 1945 SALES AT NEW RECORD HIGH OF $126,792,723

Sylvania Electric Products, Inc., in its annual report yesterday (Tuesday) reveals that total sales in 1945 reached a new record high of $126,792,723. This compared with $100,398,043 in 1944. The report points out that 1945 was the first year during which sales and net income for the entire twelve months were included for the wholly owned subsidiary, Colonial Radio.

Consolidated net income for 1945, after provision for renegotiation of 1945 war business, all charges for State and Federal taxes and after provision for postwar adjustments and other contingencies, totaled $2,136,279, equivalent to $2.05 per share on 1,005,000 shares of common stock outstanding, after preferred dividends. This compared with $2,053,235 or $2.04 in 1944 per share when there was no preferred stock outstanding. The 1944 figures include only the last seven months of operation of Colonial Radio in that year.

"The generally confused conditions in industry made satisfactory production impossible", Walter E. Poor, Sylvania President, said. "The greatest hardship was shortage of materials and parts, caused largely by the confused pricing situation. Labor shortage, threatening strikes and continued pricing difficulties made the short-term outlook discouraging as the new year began. The inability of our suppliers to take care of our needs presented the greatest problem."

The report discloses that recent engineering achievements have led to a wide variety of new products to offer the market. The small V-T fuze tube gives promise of real vest pocket radios, improved hearing aids and small, light two-way portable radio sets. Also that "Sylvania research engineers designed and built a substantial part of the radar transmitter and receiver recently used by the Signal Corps in its experiments in beaming radar impulses to the moon".

Approximately 95 per cent of all V-T fuze tubes used were manufactured by Sylvania. After 1944, all of the tubes used by the Navy were manufactured by Sylvania. By August, 1945, the company was producing proximity fuze tubes at the rate of 412,000 per day. In 1941, the entire vacuum tube production of the country averaged 550,000 to 600,000 a day. The company also was a major assembler of the V-T fuze itself, producing some 28 per cent of the total.

Another major contribution was the development and manufacture by Sylvania's subsidiary, Colonial Radio, of airborne radio command sets. The company was the largest manufacturer of gas switching tubes and crystal rectifiers used in radar sets as well as a major producer of cathode ray tubes for radar. The Electronics Division was the largest manufacturer of ultra violet lamps for lighting airplanes and submarines.

X X X X X X X X

WMCA CONGRESSIONAL PROGRAM UNIQUE (SAYS CONGRESSMAN)

The Congressional program put on by Station WMCA, of which Nathan Straus, former U. S. Housing Administrator if President, has at least one satisfied listener on Capitol Hill. Representative Henry M. Jackson (D), of Washington State, arising from his seat said:

"I would like to point out to my colleagues an interesting and unique education program called Halls of Congress.

"This radio program, originating with radio station WMCA, in New York, reenacts Congressional debate from the records of the Congressional Journal as an alternative to a direct pick-up.

"High lights of the week's discussions in the House of Representatives and the Senate are brought to radio listeners throughout the country. The main issues before the legislature are dramatized for the American people

"Just last month the program was cited by the Writers War Board. The commendation reads: "Interesting lesson in the practical workings of government."

"The program demonstrates the use of radio in promoting greater understanding of the democratic processes in action."

X X X X X X X X X X

COMMANDER STORER AND BRIDE SOJOURNING IN BAHAMAS

Commander George B. Storer, President of the Fort Industry Company, and Mrs. Storer, who was the former Mrs. Jean Van Orsdel of Miami, who were married there April 6th, are still cruising in the Bahamas, according to latest reports, but are due to return to Washington within a month or so. They are aboard the yacht Verlaine and are apparently making up the schedule as they go along.

J. Harold Ryan, former NAB President and Vice-President of Fort Industry, Mr. Storer's brother-in-law, was best man.

Out-of-town guests included Mr. Storer's sons, Peter and Robert, of Detroit; James Lawrence Fly, former FCC Chairman; Mr. and Mrs. Horace Lohnes, Washington; Ralph Elvin, Manager of WLOK, Lima Ohio, one of the Storer stations; and Mrs. Elvin; Charles Smithgall, Manager of WAGA, Atlanta, Ga., also a Storer station, and Mrs. Smithgall; Robert Perry of Waterbury, Vermont; and Mr. and Mrs. Ryan.

X X X X X X X X X X

ACR 1945 RADIOTELEGRAPH REVENUES INCREASE; CABLES DECREASE

The 1945 annual report of the American Cable & Radio Corporation and subsidiaries, shows a consolidated net income of $1,615,894, which compares with a consolidated net income of $2,197,476 in 1944. Gross operating revenues for the year aggregated $19,342,461, against $20,098,680 in the preceding year. Operating expenses increased to $17,080,777 from $15,666,195, as a result of higher wage rates and the operation of new radio circuits.

Total cable transmission revenues for 1945 were $13,469,-311, compared with $15,131,749, in 1944. Radiotelegraph revenues for the year increased to $4,177,894 form $3,334,082 the year before.

In Latin America, Warren Lee Pierson, President, said, the System is rapidly expanding its radio activities to accommodate new circuits and increases in radiotelegraph and telephone traffic. Facilities for picture transmission and reception are being augmented and the corporation has embarked on an intensive program of expansion in the use of teleprinters on its circuits.

X X X X X X X X

MARINE RECORDED BATTLES NOW TO RECORD PEACETIME PURSUITS

Capt. Ward Hubbard, 2500 Q Street, N.W., formerly Chief of the Radio Recording Section, National Broadcasting Company, Washington, will set up his own business as a production and radio consultant.

A veteran of both World Wars, Captain Hubbard served as a Marine Corps public relations officer during World War II in which he introduced the use of the wire recorder to broadcast battle action.

Mr. Hubbard, whose resignation from NBC is effective May 1st, plans to specialize in transcription work for the Government and for trade associations.

Before his NBC affiliation, Captain Hubbard was with the Federal Housing Administration where he was instrumental in forming the Government's radio transcription policy.

X X X X X X X X X

The slogan of the Don Lee Broadcasting System is: "More than 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a Don Lee station."

X X X X X X X X X

DEMAND FOR SETS ESTIMATED AT AS HIGH AS 27,000,000

Writing in the April issue of "Consumer Credit", an organ of the Consumer Banking Institute, of Washington, D. C., E. A. Nicholas, of Fort Wayne, Ind., President of the Farnsworth Television and Radio Corporation and Chairman of the Set Division of the Radio Manufacturers' Association, said that the radio industry now faces "a pent-up consumer demand for radios and radio-phonographs ... estimated variously as high as 27 million sets.

"The radio manufacturer, from manufacturer to dealer, is coming to realize more fully than ever the vital importance of sound consumer credit to the progress and prosperity of the industry as well as the nation as a whole", Mr. Nicholas stated.

"In the months ahead, American economic health will depend upon the mass production of more and more goods and services for the purchase and useful enjoyment of more and more people. In this program, consumer credit will be as essential as the very raw materials from which the goods are made. ...

"Properly employed, and with liberalized government regulations, consumer credit can enable twenty-five million new buying customers, who have heretofore not had the ready cash for purchasing durable goods, to fulfill their needs on a sound financial basis. ...

"Obviously, a good dealer should appreciate the difference between wise consumer spending and 'going into debt'. And he should be able to explain this difference honestly and clearly. Home radios are durable goods. Once bought, on a sound credit basis, a radio receiver enhances the owner's individual assets and capital value. The physical product of the purchaser far outlasts the repayment period. At the same time the owner is making out-of-income payments for durable goods, he is buying a number of other goods and services which are entirely consumed only shortly after he buys them. The credit type purchase, provided it is on a firm financial basis, is no more 'going into debt' than the latter."

X X X X X X X X

THOMAS D. BLAKE LEAVES STATE DEPT. POST TO JOIN I. T. & T.

The State Department has announced the resignation of Thomas D. Blake, Assistant to Michael J. McDermott, Special Assistant to Secretary of State Byrnes in charge of press relations. Mr. Blake resigned to take a position with the International Telephone and Telegraph Corporation in its Washington office.

Before going to the State Department, Mr. Blake served during a part of the war as an assistant White House secretary.

The Department made public a letter from Secretary Byrnes to Mr. Blake telling him that "your experience in the White House and the State Department should be of value to you in your new undertaking and I want you to know you have my very best wishes for success."

X X X X X X X

"RADIOTYPE" POURS OUT UN PRESS COPY AT 7,200 WORDS PER HOUR

The news-covering fraternity at UN caught its first glimpse of postwar high speed copy handling when Radiotype, of Globe Wireless, Ltd. went into action at the opening session of the Security Council, clicking off 120 words a minute of completely typewritten dispatches, between the International News Service room at Hunter College and midtown headquarters, twice as fast as other news machines transmitting from the UN center.

The new service, smashing all previous world records for the sending and receiving of fully typed press, was arranged by General Manager Seymour Berkson, of INS, and vice-president-inventor Walter S. Lemmon, of Globe, as Radiotype's formal bow to newspaperdom.

It is the first active application in the press field of the automatic electronic equipment developed by Mr. Lemmon and his engineering associates in the research laboratores of International Business Machines Corporation and recently acquired by Globe for its international radio communications network.

Radiotype is working over a telephone line at UN but, its engineers explained, also performs equally as well over any radio frequency, at all distances which wireless communication can reach. The importance of the UN application is apparent, since newsmen look to both radio and the standard wire services for much of this new system's future usefulness to the publishing world.

The method looks simple enough, and actually it is. All of the terminal equipment is contained in a single grouping on one specially designed table, about the size of an office desk. Each position consists of two electronic typewriters, one a sender, the other a receiver. Operators tap the feather-light keys of the transmitting machines, producing both original typewritten copy and ribbons of perforated tape, in the same process, at the sending positions.

Since the typewriters are equipped with standard office keyboards familiar to all typists, no special training is needed to perform this operation. The tape ribbons are "read" into automatic robots, which convey the news into electronic circuits connected, in this case, by wire with the distant receiving machines.

The news copy emerges from the receiving typewriters fully typed and in as many carbon copies as are required. It is the use of the automatic tape reading robot which enables the sustained speed of 7,200 words each hour.

X X X X X X X X X

SCISSORS AND PASTE

WNYC Wins Praise Covering UN but Fate Still In Doubt
(Jack Gould in "New York Times")

Ever since the O'Dwyer administration took office in City Hall there have been continuing rumors that the future of the municipal radio station, WNYC, was by no means assured. Though Mayor O'Dwyer himself has insisted that he did not plan to entertain suggestions for the sale of the station, he has not as yet appointed a permanent director of the city's communication activities.* * *

For the first time the listener is being afforded the privilege of sitting in on the councils of the world's statesmen (due to WNYC broadcasting the full proceedings of the United Nations meetings).* * * Nationally, however, the networks have done only an indifferent job. If the chains can throw off hours of commercial programs for national political conventions, surely they should do no less for the first crucial days of an international parley dedicated to maintaining the security of the world. * * *

In all fairness, however, it cannot be expected that any commercial station could fully equal the record of WNYC, which does not have to worry about the color of the inks on its books. * * *

By eliminating the "analysis" and "experts" who often come between the U.S. speakers and the listener on other stations, WNYC is immeasurably enhancing the individual's sense of personal participation in the proceedings, which would seem radio's highest objective in behalf of the U.N. That some listeners at least welcome this chance to do their thinking without outside assistance also would appear evident on the basis of the 1,200 letters of appreciation received by WNYC during the first two U.N. meetings.

Clearly, circumstances have endowed WNYC with an unrivaled opportunity for public service and it is to be hoped that Mayor O'Dwyer and the City Council will afford it every encouragement.

- - - - - - - - - - -

No Government Broadcasting Stations for Senator White
("Washington Post")

Senator Wallace White, Maine Republican, refused to sign the recent report on reorganization of Congress if it contained data on broadcasting Congressional debates. Other Congressmen on the Committee proposed two short-wave stations, one in the East and one in the West, to let the people hear what their Representatives say on the floor of Congress . . . Bills to broadcast Congressional proceedings have been introduced by Senator Claude Pepper of Florida and Representative John Coffee of Washington.

Firestone Again Stirs Up Newspaper Listing Question
("Editor and Publisher")

Back in the early days of chain radio, national manufacturers sponsoring programs, got away with murder in the daily newspaper listings of radio entertainment. It wasn't long before both they and the newspapers discovered the valuable publicity space being given away every day on that page by listing the manufacturer's name, or product, with the program name. The evil was corrected. Some papers even threw out the radio listing.

Now the problem is back again. The advertising manager of Firestone Tire & Rubber Company is requesting that newspapers list his radio program as the "Voice of Firestone". That's the name of the show, he says.

We don't think he will get very far with his campaign. Most editors, and advertising managers, will agree with the retort of Harry Saylor, editor of the Philadelphia Record:

"If advertisers feel that their trade names should be emphasized in connection with radio programs, there is a very simple way for them to do it: To buy advertising space on the radio page."

- - - - - - - - - - - - -

Found FDR Alone With Great Problems
(Drew Pearson - Bell Syndicate)

One evening Ed McGrady (former Assistant Secretary of Labor, now RCA vice-president) came over to the residence part of the White House to confer with President Roosevelt on a troulesome strike problem. It was after 11 P.M. He walked along the thick carpeted corridor outside the Lincoln study.

The room was dark except for one lamp on Roosevelt's desk which illuminated his face as if in a stage setting. The President sat there, gazing off into space. He was not reading, he was not smoking, he was thinking. And on his face was a look of almost tragic loneliness. A man surrounded by people, problems and war - and completely alone.

That is the biggest change that has taken place in the White House since April 12, 1945.

- - - - - - - - - - - - -

Raps Satevepost TV Articles
(Karl Sands in "Radio-Television News")

Thanks to the editors of the Saturday Evening Post for their role in helping to further confuse the public on Television, by allowing that Alva Johnston farce titled "Television: Boom or Bubble", which began in their March 9th issue. The piece is neither educational, informative nor humorous. Actually, Johnston spent days and days talking to video press agents looking for color for his yarn. Too few magazines pay close attention to Who writes what. Many of the mags know that any article on television will sell copies and that, apparently, is all they are interested in. If you haven't read the yarn, don't waste your time and energy trying to find a copy.

X X X X X X X

TRADE NOTES

President Truman's putting the Navy over the barrel last week in the Army-Navy unification brought a revival of the rumor that he had his eye on Paul Porter for Assistant Secretary of the Navy (the spot Ed. Pauley found too hot). According to the gossip, Mr. Truman felt Porter could be depended upon to back him up to the hilt on combining the two services - Admirals or no Admirals.

The American Society of Composers, Authors and Publishers (ASCAP) confirmed that it now has received from its writer and publisher members assignment of their public performance rights in the television field for a three-year period.

An entirely new group of microwave tubes, resolved through a new set of design principles and applicable to a wide range of new uses in the industrial electronic, communication and navigation fields were announced today by M. A. Acheson, of Sylvania Electric Products, Inc. The new tubes which are physically smaller than standard radio tubes, include receiving and low-power transmitting types for use at frequencies between 1000 and 5000 megacycles.

The kind of product that may be explored is almost without limit, Mr. Acheson. Crankcase oil might be quickly tested to determine whether or not it needs to be replaced. The microwave system could indicate worms in fruits and vegetables; the amount of solvent in paint; the depth of surface hardness of ball bearings; the moisture in lumber; and structural flaws in pipe, molded plastics and other composition articles.

G.E. has a new line of small, light-weight capacitors designed to meet the requirements in size and weight imposed by the compact design of modern television receivers.

There will be a demonstration of the newly designed FAXIMILE system of transmitting and recording printed pictures and text by radio today (Wednesday, April 17th) at the Laboratory of Radio Inventions, Inc., at 155 Perry Street in New York.

Included in equipment shown will be complete transmitting unit necessary to put Faximile on the air, and recorders suitable for home reception. John V. L. Hogan, President of Radio Inventions Inc., and inventor of the Hogan Faximile System will explain operation in detail.

Faximile, it was said, now offers a practical and workable method of printing type, line drawings and photographs in the home by radio - with definition and speed never before demonstrated.

Harold A. Renholm, who has been merchandising RCA and Victor products for almost 30 years, has been appointed President of the RCA Victor Distributing Corporation, Chicago. Prior to his appointment, Mr. Renholm was Executive Vice President and General Manager of the RCA Victor Distributing Corporation. He has been associated with the RCA Victor organization since 1918.

Crosley Motors, Inc. - First annual report covering the five months ended on Dec. 31 showed total current assets of $2,313,772 and current liabilities of $398,389. No operating statement was included in the report, since the company had not begun manufacturing operations. Notice was given to stockholders of the annual meeting to be held in Cincinnati, Ohio, on April 24.

Powel Crosley, Jr. on Monday told stockholders in his automobile company that he hoped to have the new light cars ready for shipment by May. The public will get its first look at the automobile today in Crosley Field before the opening-day game between the Cincinnati Reds and Chicago Cubs.

John S. Knight, prominent Chicago newspaper publisher who recently added to his radio holdings by buying an interest in Station WIND from Ralph Atlass in Chicago, got after William Benton, Assistant Secretary of State. Addressing the American Society of Newspaper Editors, of which he is President, Mr. Knight said:

"It seems to me that Benton is taking in entirely too much ground when he attempts to tell The Associated Press and The United Press how those agencies should be conducted."

"Just why are we so interested in converting other nations to our point of view? Is it that we fear the spread of the Russian philosophy or do we honestly believe that sixty or seventy thousand receiving sets distributed among 198,000,000 Russians will enable the huge Russian populace to better understand and appreciate America?"

Quoting Cornelius Vanderbilt's article on A. Atwater Kent, in your issue of March 27th, Mr. Vanderbilt states that nobody knows Kent's age. According to "Who's Who", he was born December 3, 1873, which makes him 73 years old, which I think would be about right.

The person sending in this information also said: "It also let's us in on the secret that his first name is Arthur, which I never knew before."

Paul J. Reed has been promoted to the position of Assistant to the General Sales Manager of the Radio Division of the Bendix Aviation Corporation. Mr. Reed has served as Assistant Advertising and Sales Promotion Manager for the past year and has been with Bendix since the inception of the extensive postwar program of the Radio Division.

Simultaneously Joseph L. J. O'Connor was selected as Sales Promotion Manager. Mr. O'Connor comes from the Zenith Radio Corporation, Chicago.

The second annual radio and business conference sponsored by the City College School of Business has been scheduled for April 30 and May 1 at the Hotel McAlpin. A nation radio awards dinner will be held April 30th. One of the topics to be discussed the following day is the Federal Communications Commission report and whether it will lead to greater Government control of radio.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

A Dec Attn

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
RECEIVED
APR 26 1946
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

INDEX TO ISSUE OF APRIL 24, 1946

A. T. & T. Blazes Trail For Nation-Wide Coaxial Cable TV Nets.....1

CBS Jubilates Over Coaxial Color Television Test Success.....3

Broadcasters' President Entertains French Radio Director.....4
Philco Forced To Close; OPA, Strikes, Lack Of Parts Blamed.....4

Radio Parts Production Problems Being Considered.....5
Dr. Angell Now A Director of RCA Institutes.....5

Don Lee Prepares For Biggest Pacific Coast TV Splurge.....6

Congressman To Press Bill To Reverse FCC FM Decision.....7

FM Seen As Important Factor In Clear Channel Situation.....8

Gardner Cowles Criticizes Slowness Of Nuernberg Trials.....9

RCA Buys $4,362,500 Navy Electron And TV Tube Plant.....10

"What's Wrong With Radio?" Answer: "The Audience".....11
RMA Labor "Seminar" Program Prepared.....11

License Needed For Walkie-Talkie.....12
"Here's How", Says NAB, Dashing Off The Froth.....12

Scissors And Paste.....13

Trade Notes.....14

No. 1724

L Y S K P

April 24, 1946

A.T.& T. BLAZES TRAIL FOR NATION-WIDE COAXIAL CABLE TV NETS

At a speed which heretofore had not been believed possible but which with improvement of labor conditions and availability of materials may be greatly accelerated during the coming year, the American Telephone and Telegraph Company by its extension of the coaxial cable is now rapidly forming the background of future nation-wide television program networks, which it is expected will take about five years to complete.

Last week saw the opening of the world's first permanent television network linking New York and Washington by coaxial cable. This had been preceded on February 12th by sending a Lincoln's Birthday program from Washington to New York by coaxial. Also the news is just at hand from Frank Stanton, President of the Columbia Broadcasting System, that a test made in transmitting ultra high frequency television in color over the 450 miles of coaxial cable from New York to Washington and back, had proven successful. Up to now the pictures transmitted over the cable had been in black and white.

At present about 1500 miles of coaxial cable have been laid into the ground. An additional 2000 miles should be constructed during this year. In 1946 the coaxial cable construction will be heaviest along a proposed main route, one section of it extending from New York to Atlanta, and the other from Atlanta to Los Angeles, which is expected to be reached sometime in 1947. South of Washington cable laying trains and splicing crews are now at work on the Washington-Charlotte coaxial cable.

Of course the coaxials are also of use in carrying radio as well as television programs. Primarily, however, they are being built to facilitate the telephone service. These coaxials in pairs - one for transmission in each direction - are capable of carrying 480 separate telephone circuits. If not needed for telephone use, a single coaxial cable, suitably equipped, can carry a one-way television channel. Thus, when fully equipped, two of the pairs of coaxials in a cable containing six coaxials, as does the Terre Haute-St. Louis cable, could provide 980 long distance telephone circuits and two one-way television channels. In the meantime the third pair of conductors would serve as an equipped standby system to protect either service in an emergency.

No cost of the A. T. & T.'s Long Lines Department coaxial cable construction job for 1946 - the heaviest since 1930 - is available but some idea of it may be gained from the fact that the cost of the six coaxial cables from Terre Haute to St. Louis, a distance of 175 miles, was somewhere around $1,500,000. This would be approximately $8,500 a mile. Multiply that by 2000 miles

expected to be constructed this year and it mounts to $17,000,000 and the 6,000 to 7,000 mile transcontinental coaxial network to be completed within five years or so will cost something like three to four times that.

However, the A. T. & T. isn't putting all its eggs in one basket in coaxials, as far as television and radio programs are concerned, but are busy testing radio relay links. Such a system is now being constructed to operate between New York and Boston and work will be started shortly on the construction of a similar system to connect Chicago and Milwaukee. The Federal Communications Commission has assigned to these experiments frequencies of about 2,000, 4,000 and 12,000 megacycles respectively. Much work will be required in 1946 so that both of these systems may be ready for the testing now scheduled for the Spring of 1947.

"If the radio relay system will enable us to give service at reasonable or reduced cost", Long Lines Magazine quotes Vice-President Keith S. Mc Hugh, of A. T. & T., as saying, "we will employ it as far as justified."

Other projects in the 1946 picture are the New York-Philadelphia, Baltimore-Washington, the Buffalo-Cleveland, the West Palm Beach-Miami, and the Cleveland-Toledo coaxial cables. The cable to be constructed in Florida is a start on a larger project of extending the coaxial network from Jacksonville down the east coast of Florida. Also, the Cleveland-Toledo job to be started during the year is the first step toward constructing a Chicago-Cleveland coaxial link.

The proposed second coaxial cable between New York and Philadelphia is needed to increase further the number of circuits, now more than 3,000 through this section. As part of the Atlantic Seaboard coaxial cable route, the new cable, containing eight coaxials, will be used for long haul traffic from Newark, New York and New England points to cities in southern and southwestern parts of the country.

The existing New York-Philadelphia coaxial cable, the first of its type to be constructed in this country, contains but two coaxials. A pioneer installation in 1936, the present coaxial cable was used for television experiments and, for a period during the war, was regularly used in furnishing a limited number of commercial telephone circuits.

The pencil-size "pipes" in future coaxial cables will have larger diameters than are being used at present. Studies indicate that coaxial cable in which the diameter of each coaxial is .375 inches has a number of advantages from the standpoint of cost and maintenance compared to present coaxial having a diameter of .27 inches. Further, the larger coaxial will be more adaptable to future needs.

The Bell System plans to install cable containing the larger coaxial along the entire Dallas-Los Angeles route, a distance of 1450 miles, as well as on the proposed Buffalo-Cleveland, New York-Philadelphia and other cable projects.

X X X X X X X X

CBS JUBILATES OVER COAXIAL COLOR TELEVISION TEST SUCCESS

There was considerable hilarity and hat-throwing in the air at Columbia Broadcasting System when Frank M. Stanton, CBS President and #1 proponent of television in color, made it known last Monday that color television, as well as black and white, could be transmitted over the coaxial cable. The test was made in sending colored motion pictures and slides to Washington and back - a distance of 450 miles - over a coaxial loop set up by the American Telephone and Telegraph Company.

The demonstration showed, Mr. Stanton said, that, even though the definition of color pictures was decreased to some degree by the present characteristics of the cable, the added information conveyed by color compensated for the loss. The greater beauty and appeal, inherent in color pictures, and the color fidelity, were maintained, he said.

"The fact that programs in full and vivid color can satisfactorily be carried without modification of present television coaxial cable systems, means that color networks can be formed as rapidly as black-and-white networks", Mr. Stanton continued.

"Transmission of color programs, whether by point-to-point radio or by Stratovision, has presented no real problem in view of radio's less stringent frequency restrictions. The feasibility of using existing and future cables brings all known means of 'networking' color television into the realm of fact.

"The most significant result of the test", Mr. Stanton said, "is the superior beauty and appeal of the color television pictures after having traveled to Washington and back as compared with the black-and-white pictures transmitted without pasing through the loop to Washington.

"In other words, the evidence is plain that color television on a network basis is not only fully practicable but also that it has an enormously greater appeal than even black-and-white pictures picked up and broadcast locally."

Nine special broadcasts of ultra-high frequency color television were scheduled this week by CBS in New York for out-of-town publishers attending the annual convention of the American Newspaper Publishers' Association, the Associated Press and other newspaper organizations.

Among those having radio stations who accepted the invitation to witness the tests were:

James M. Cox, Jr., James M. Cox Newspapers; Mark Ethridge, Louisville Courier-Journal; Luther Hill, Des Moines Register & Tribune; Jack Howard, Scripps-Howard Newspapers; John S. Knight, John S. Knight Newspapers; Col. Robert R. McCormick, Chicago Tribune; Earl McCollum, Kansas City Star; E. C. Pulliam, Indianapolis Star, and Hulbert Taft, Sr., Cincinnati Times-Star.

X X X X X X X X X

BROADCASTERS' PRESIDENT ENTERTAINS FRENCH RADIO DIRECTOR

Justin Miller, President, National Association of Broadcasters, Tuesday was host at a luncheon in Washington honoring Robert Lange, Director, North American Services, Radiodiffusion Francaise, who is in the United States to study American broadcasting methods and techniques and to promote French-American radio relations.

Last Summer when a group of American broadcasters, headed by Judge Miller visited the European war zones, Mr. Lange was host at a luncheon for the group in Paris. Several of those attending Tuesday's meeting were members of the American mission to Europe.

Guests at the luncheon included Government officials and representatives of the radio broadcasting industry. Among those who attended were: Kenneth Berkeley, WMAL; T.A.M. Craven, Cowles Broadcasting Co.; Earl Gammons, CBS; Charter Heslep, MBS; Robert Hinckley, ABC; Merle S. Jones, WOL; Joseph Ream, CBS; Representative Clarence F. Lea; Frank M. Russell, NBC; Frank Stanton, CBS; and Senator Wallace H. White, Jr.

X X X X X X X X

PHILCO FORCED TO CLOSE; OPA, STRIKES, LACK OF PARTS BLAMED

Critical shortages of radio parts will make it necessary for Philco Corporation, one of the country's largest radio receiver manufacturers, to close its Philadelphia home radio assembly plants for two weeks. Approximately 3500 employees will be affected.

"All Philco employees have cooperated in splendid fashion to advance the Corporation's reconversion program, and we deeply regret that parts shortages will make it impossible to continue production beyond Friday, April 19th", John Ballantyne, President, said. "Unfortunately the long strike in the steel industry and the present critical situation in copper, where most of the industry is shut down by strikes, have drastically reduced the supply of essential radio parts, and price ceilings on many components have not stimulated sufficient production to meet our requirements. We are hoping that the proposed industry meeting with OPA will result in ironing out the price difficulties on those components most vitally affecting our production. During the shutdown we hope to obtain additional materials so that production can be resumed in greater volume and on a more efficient basis."

The material situation in the Company's refrigerator division has improved considerably in the last few days, Mr. Ballantyne said, and Philco refrigerator operations in Tecumseh, Michigan, Connorsville, Indiana, and Philadelphia will be continued, as will the Company's manufacture of storage batteries in Trenton, N.J., during the Philadelphia radio shutdown.

X X X X X X X X

RADIO PARTS PRODUCTION PROBLEMS BEING CONSIDERED

Bottleneck production problems of radio parts manufacturers are being considered at a two day conference of a committee of the Radio Manufacturers' Association with officials of the Office of Price Administration which opened yesterday (April 23). Proposed price adjustments are also being discussed.

The conference, which is being held in the OPA national office, will consider the production problems of each of the following major groups of radio parts: Coils, fixed capacitors, speakers, transformers and tubes.

Representatives from these major industry groups were recently named by R. C. Cosgrove, President of the Radio Manufacturers' Association, to confer with officials of the Radio Parts and Radio Sets sections of OPA on their bottleneck problems.

The following radio parts manufacturing companies have representatives at the two day conference: General Electric, General Instrument Corporation, Jefferson Electric Company, Jensen Radio Manufacturing Company, Operadio Manufacturing Company, Radio Condenser Company, R.C.A. Victor Division, Sprague Electric Company, Standard Transformer Company and Solar Manufacturing Company.

Radio set manufacturing companies, which are also interested in helping solve the parts production difficulties, are represented at the conference.

The following radio set manufacturing companies are represented: Crosley Corporation, Emerson Radio and Phonograph Corporation, Philco Corporation and Zenith Radio Corporation.

X X X X X X X X X

DR. ANGELL NOW A DIRECTOR OF RCA INSTITUTES

Dr. James Rowland Angell and Gano Dunn have been elected Directors of RCA Institutes, Inc., in New York. Dr. Angell, President Emeritus of Yale University, is Public Service Counsellor of the National Broadcasting Company. Mr. Dunn is a Director of the Radio Corporation of America and the National Broadcasting Company.

Reelected as Directors of the Institutes were Mr. Pannill, Lieut. Gen. James G. Harbord, who is Chairman of the RCA Board, Frank E. Mullen, Thompson H. Mitchell and George F. Shecklen.

Devoted exclusively to instruction in radio, television, electrical communications and associated electronic arts, RCA Institutes is said to be the oldest training school of its kind in the United States.

X X X X X X X X

DON LEE PREPARES FOR BIGGEST PACIFIC COAST TV SPLURGE

Television will be in full swing in Los Angeles by mid-Summer and remote pickups will be a feature of the programming, according to Harry R. Lubcke, Director of the Don Lee Television System, whose new million dollar studio and laboratory atop Mt. Lee 1700 feet above Hollywood is all set for a busy season.

In accordance with the FCC regulations requiring 28 hours programming per week, Mr. Lubcke has allocated 30 per cent time to live studio shows and 30 per cent film. Completed just before the outbreak of war, the new television studio, complete with swimming pool is now undergoing thorough testing in every section of its many novel features.

Said to be the first structure in the world erected exclusively for television, the W6XAO studios are two-stories high, measure 100 feet square and the main studio ceiling is 35 feet above the floor, affording plenty of room for cat-walks, scenery and ventilation. The entire building is shielded with a blanket of one-ounce copper sheeting, including roof and floor to prevent outside electrical disturbances from "blooping" images broadcast to the several hundred "lookers" within the 45 mile radius of the site which is located on the highest peak accessible by road in the Hollywoodland range.

W6XAO, later to be replaced by the commercial call letters "KTSL", after the owner Thomas S. Lee (K meaning a western station) operates on channel 2 in the 54-60 megacycle band. Visual frequency is on 55.25 megacycles and of course the FM aural on 59.75 megacycles. Waves are horizontally polarized with pictures being on 525 lines, 30-frame-60 field images, requiring a vertical scanning frequency of 60 cycles and a horizontal frequency of 15,750 cycles, both saw-tooth waves.

Since its inception in 1930, The Don Lee station has pioneered in remote pickups, having assisted RCA in the development of "suitcase camera" equipment. Compactly arranged in six metal cases about the size of suit-cases, the portable transmitter and the two orthicon cameras have been taken to aubomobile races, fashion shows, toy boat regattas, the Pasadena Easter parade and a host of other outdoor events. Two cameras remain at home for cut-ins, one for live talent and placards and the other for film.

To date, Don Lee has televised more than 15 million feet of motion picture film. The organization also has a 16 mm cine camera for quick use when time does not permit telecameras to be taken to the spot. A special deal for quick development of the cine film is in effect with a Hollywood film processing laboratory and on occasions film has been developed and dried within two hours for immediate telecasting.

In addition to other expansion, an important facet of development started during the war with the purchase of Lee Park,

a 160-acre tract adjacent to the summit of Mt. Wilson, near Los Angeles. This well-known Range is 5800 feet above sea level, and is to be used as an ideal television and FM site for Southern California. The extensive area purchased insures interference-free operations for both television and FM originations in the future to be beamed from the Don Lee Television station on Mt. Lee to the new transmitter site in Lee Park.

Biggest of all of the Don Lee expansions will be the erection of new $1,250,000 radio and television studios on Vine Street, between Homewood and Fountain in Hollywood soon. A 180-foot tower will stand above this building.

X X X X X X X X X X

CONGRESSMAN TO PRESS BILL TO REVERSE FCC FM DECISION

Representative William Lemke (R), of North Dakota, when interviewed today (Wednesday, April 24) declared that he would press for passage a bill he introduced just before the Easter recess directing the Federal Communications Commission to assign FM to the 50 mc. band.

"I'll at least do my best to get a hearing on the bill and try to find out just why the FCC followed the advice of its own engineers rather than the conclusions of the outstanding engineers of the broadcasting industry.

"I'm not an expert but if this FM is such a great thing, I don't see why the people, those in the rural sections as well as the others, should not have the freest use of it and why FM should not have the best place on the radio dial. I don't want to see radio monopolized by the big fellows who seem to be opposing FM. I am going to try to see just what was behind the Commission's apparently moving FM into a less desirable place when all the outstanding engineers advised against it."

An impression that perhaps Congressman Lemke's action was inspired by the proponents of the FM 50 mc. band and possibly the opening gun of Congressional action to overturn the FCC decision was dispelled by Mr. Lemke who said that he had been interested in the subject for sometime and that his immediate action was caused by reading an article in Collier's this week (April 27) captioned: "FCC Rides Again". A paragraph in that article read:

"FM service will be pretty much confined to city areas; and truly effective broadcasting will stay largely in the hands of four big networks.

"Radio's tens of millions of U.S. listeners had better get up on their hind feet and fight these latest FCC moves to arrogate radio-program control to itself and to destroy the brilliant promise of FM radio. One way to fight is to clip this Collier's

editorial and send it to your Congressman or one of your Senators with any remarks you feel like adding."

Chairman Clarence F. Lea (D), of California, of the House Interstate Commerce Committee, didn't appear to believe Mr. Lemke's bill could get very far this session owing to it being election year with probably an early adjournment of Congress.

Text of the Lemke Bill (H.R. 6174) follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that the FCC is hereby authorized and directed to assign to frequency modulation (FM) radio broadcasting a section of the 50-mc band of radio frequencies."

X X X X X X X X X X

FM SEEN AS IMPORTANT FACTOR IN CLEAR CHANNEL SITUATION

The clear channel hearings continue to grind along at the Federal Communications Commission with Frank P. Shreiber, Manager of WGN, Chicago, and Hal Totten, WGN Farm Director, as the concluding witnesses last week and Mark Woods, President of the American Broadcasting Company the first witness this week. Mr. Shreiber told the Commission that "at no time has any advertiser ever attempted to interfere in any manner with the news content or news slant of any program."

Mr. Woods said:

"FM, if properly developed by the broadcasting industry and by the FCC, can, in my opinion, be brought up to a point of public acceptance where eventually it can and should replace regional and local AM (standard) stations serving urban areas. Present AM channels now devoted to local and regional frequencies then can become available for use as clear or semi-clear channels with which to further serve rural America with sky-wave service."

Mr. Woods recommended an "appraisal by the Commission without delay of the use made by each clear channel station of the facilities operated by it on its assigned channel to determine whether or not it is rendering the maximum in service.

"As a result of such appraisal, in some cases it may be found to be in the public interest to place additional stations on clear channel frequencies, while in others the clear channel status may be maintained", he said. "If any clear channel station is contributing to excessive duplication of a program service, it should have its application for renewal of license examined with unusual care to determine whether the renewal applied for is really in the public interest.

"At the same time we recommend that the Commission take affirmative action by the adoption of a regulation which would enable stations to enlarge the area served by them for going above the present ceiling of 50,000 watts on power."

Grave danger of retarding superior FM radio service on a nationwide scale if the Government inaugerates a general re-allocation of present-day standard broadcast frequencies was cited by Mr. Stanton, President of the Columbia Broadcasting System, today (Wednesday).

Fundamental revision of the existing frequency assignments at this time would be "transitor,.... a waste of the Commission's time, the broadcasters' time and money and a disservice to the public", he stated. "As we stand on the threshold of a new and superior service to the nation's listeners, now is not the time to look back into AM and patch together temporary remedies.....We should keep our eye on the FM ball."

Static-free FM providing consistently greater radio coverage and an increase in the number of radio stations, he said, is inescapably destined to supplant current AM broadcasting "as the preferred audio service for the great majority of people."

The accelerated development of FM since the clear channel hearings in 1938 requires "thorough re-orientation in any approach to future planning in aural broadcasting", he said. "We believe that aural broadcasting of the future will be identified, almost entirely, with FM broadcasting."

Contending that FM's influence "will be wholly in the public interest", Mr. Stanton said it will afford listeners far wider choice among programs, provide greater access to the microphone for groups who now feel they are inadequately represented on the radio, and put competition among stations and networks almost entirely on the basis of their respective program offerings.

X X X X X X X X X X

GARDNER COWLES CRITICIZES SLOWNESS OF NUERNBERG TRIALS

Gardner Cowles, Jr., President of the Cowles Broadcasting Company and the Des Moines Register and Tribune, who is in Europe with a party of American editors, said last week in a radio broadcast to the United States from Nuernberg that the slow pace of the Nazi war crimes trial there was causing the Allies to lose "something of value in the way of world respect."

"I wish the wheels of justice would move more swiftly", Mr. Cowles asserted in a radio interview broadcast over the Mutual network. He said, however, "there is value in proving" the guilt of the Nazi defendants "by their own documents and record, so that no future apologists for the Nazis could ever get a sympathetic ear from a world with a short memory."

"Most Americans, I feel, think they (the defendants) should have been shot months ago", Mr. Cowles added.

X X X X X X X

RCA BUYS $4,362,500 NAVY ELECTRON AND TV TUBE PLANT

What is said to be the most modern electron and television tube manufacturing plant in the world, located at Lancaster, Pa., has been purchased from the U. S. Navy Department by the RCA Victor Division of the Radio Corporation of America, it was announced yesterday (Tuesday, April 23) by Frank M. Folsom, RCA Executive Vice President in charge of the Division, which built and operated the plant for the Navy during the war. The purchase price was $4,362,500.

The availability of television for the public will be advanced considerably by RCA Victor's acquisition of the plant, Mr. Folsom stated. The plant is the largest in existence for the manufacture of cathode-ray picture tubes used in television receivers and television camera pick-up tubes. These tubes, he declared, will be made available not only to his own company, but to other television home instrument and broadcast equipment manufacturers.

An additional investment of $2,000,000 is to be made by RCA Victor, Mr. Folsom said, to expand and further modernize the plant's high-speed production equipment for the manufacture of cathode-ray tubes.

The plant contains 396,000 square feet of floor space and stands on a tract of 99 acres. The present personnel is about 1000, of which 90 percent are permanent residents of Lancaster and vicinity. As peacetime production expands, according to Mr. Folsom, employment is expected to rise until it equals or exceeds the plant's peak wartime level.

During the years from its completion at the end of 1942 until the end of the war, the Lancaster plant was the largest single supplier of cathode-ray and power tubes for war critical radar, shoran, loran, radio altimeter, and airborne television ("block" and "ring") equipments used by the various armed services. Other vital wartime products included high-sensitivity multiplier photo-tubes used for jamming enemy radar and high-frequency magnetrons used in fine-detail radar mapping. Peak production, reached in June, 1944, was equal to a rate of $30,000,000 a year.

In disclosing future plans, L. W. Teegarden, Vice-President in charge of the Tube Department, stated that the plant will be devoted to the manufacture of the same general types of tubes for use in radio broadcasting and other forms of communications, in electronic power and control applications in commerce and industry, as well as in television.

"We expect the market for kinescope picture tubes will eventually exceed our wartime production of all types of cathode-ray tubes", Mr. Teegarden said. "We anticipate a demand for large power tubes, both for high-frequency heating in industry and for use in the communications field, including television, which will likewise exceed the wartime peak.

X X X X X X X X X

"WHAT'S WRONG WITH RADIO?" ANSWER: "THE AUDIENCE"

"We could have better shows", Henry Morgan, a radio commentator writes in the New York Times Magazine Section, April 21st, "if the listener would listen to them."

"What's wrong with radio?" he starts out with. "The audience. Well, that's about all there is to it except for a bit of documentation which shouldn't take too long. * * *

"We find that with you, the audience, the most popular programs on the air today, both from the ratings and from sales made, are of poor quality. Poor, mind you, by the standards of the people who produce them. Sniveling little serials about 'What will happen now?' Boorish comics making endless references to the heavy mist in California, to girls who are so fat that _____, ceilings so low that _____, hotel rooms so small that _____; audience-participation shows where the poor quiz-master is forced to tell jokes to cover up the astounding stupidity of the contestants (For even a $10 prize you can fill a large studio endlessly with the terrifying result of mass education.) * * *

"To date radio has busted an arm and a leg trying to bring the audience up, rather than bring itself down. Every day it gains an eighth of an inch. At its worst it's infinitely superior to what is done in any other country, since no Government bureau tries to run it. The people who run the thing would love to do what they know how to do but they won't do it - unless you listen. You're what's wrong with radio."

X X X X X X X X X

RMA LABOR "SEMINAR" PROGRAM PREPARED

A large attendance of industrial relations managers, personnel directors and other executives of member compies of the Radio Manufacturers' Association, is expected at the two-day RMA industrial relations "seminar" on May 21-22 in New York City. Prominent Government officials, industry and labor spokesmen will speak.

Scheduled for discussion on the first day at the morning session is "The Techniques of Collective Bargaining in the Radio Industry". At lunch there will be an address on "The Scope and Functions of the Industrial Relations Program" and in the afternoon there will be a talk on "Trends in Industry-wide Collective Bargaining."

On Wednesday, May 22, there will be a panel discussion in the morning on "Union and Employer Responsibility". At lunch an address is scheduled on "The Importance of Human Relations at the Foreman and Employee Level".

X X X X X X X X

LICENSE NEEDED FOR WALKIE-TALKIE

Heads hit the ceiling at the Federal Communications Commission Tuesday when an advertisement appeared for the sale of walkie-talkies and nothing was said about it being necessary to secure a license for their operation from the FCC. The Commission lost no time in warning that use by the general public of Army surplus walkie-talkies might bring a $10,000 fine or two years' imprisonment or both.

Under the Communications Act no person may operate a radio transmitter without obtaining a license from the FCC.

And no licenses will be issued for walkie-talkies for the general public until the citizens radio communication service goes into effect. This service will govern the use of walkie-talkies by the public. The Commission said that it would not be started until "equipment operating in the (walkie-talkie) band" had reached a "satisfactory stage of development" and until the Commission had "completed certain technical and legal studies."

X X X X X X X X

"HERE'S HOW", SAYS NAB, DASHING OFF THE FROTH

Prepared by the National Association of Broadcasters' Department of Broadcast Advertising, a 30-page illustrated booklet, entitled "Here's How" describing the successful use of broadcast advertising by brewers, is being mailed this week to radio stations.

Intended as a sales help, the booklet is a condensation of a series of articles written by Marie Ford for Modern Brewing Age which appeared in that publication during 1944-45-46.

All phases of brewers' radio activities ranging from the establishment of dealer and consumer good-will to the selection of time, station and promotion of the program are studied and numerous instances of successful techniques, programs and campaigns are cited.

Revival of the printed series "Results From Radio", discontinued shortly after the start of the war, is announced by NAB. The publication will be a monthly feature highlighting successful radio advertising campaigns and can be utilized as a promotion piece both with current advertisers and prospective clients.

X X X X X X X X X

SCISSORS AND PASTE

Doesn't Think Much Of Government Wartime Broadcasting
(From the "Wall Street Journal")

During the war the press associations furnished their news reports to Government agencies and these were used to make up short-wave broadcasts which were directed to the citizens of other nations. The record of this Government broadcasting was not very good. There were some downright misrepresentations and a good deal of clumsy amateurism. On balance one may doubt the value of the contribution to the war effort.

- - - - - - - - - - -

Other Industries Watch Outcome of Petrillo Curb
("Editor and Publisher")

Every industry, including newspapers, laboring under the "featherbedding" practices of unions will watch with interest the "anti-Petrillo" bill.

"Featherbedding" has been permitted to run wild until it is a cancerous sore in some industries. Originally intended to "make jobs" for more workers it has been abused to the point where production costs have soared needlessly, affecting prices eventually.

When this bill is upheld in the courts other industries undoubtedly will seek legislative relief from this evil.

- - - - - - - - - - -

Army Radio Relay System Now Used In Long Distance Phones
(From "Long Lines")

The first microwave radio relay system to be used for long distance telephony was recently demonstrated by the Bell Laboratories. The system provided two-way voice transmission over 1400 miles. Operating in the microwave region, this type of radio relay system uses radio frequencies of nearly five billion cycles per second corresponding to a wavelength of less than half the length of an ordinary pencil. At these frequencies, static and most man-made interferences are virtually absent.

- - - - - - - - - - -

Senator Wheeler Takes His Man To The White House
(Drew Pearson - Bell Syndicate)

Senator Wheeler introduced his Montana candidate for the Federal Communications Commission vacancy (Burke Clements, Chairman of the Industrial Accidents Board of Montana) to President Truman last week. The President, however, did not indicate his approval.

X X X X X X X X X X

TRADE NOTES

Rear Admiral Ellery W. Stone, Chief Commander, Allied Commission for Italy, called on President Truman last week. Admiral Stone was formerly a Vice-President of Mackay Radio & Cable and All America Cables & Radio and President of the Postal Telegraph Company.

Capt. John L. Reinartz, well known authority on short waves, who was recently released from the U. S. Navy after serving seven years as communications and electronics officer, has returned to the Radio Corporation of America. He has been assigned to the Commercial Engineering and Power Tube Sections, in charge of the amateur radio program, at the Lancaster, Pa. plant.

Captain Reinartz has been associated with the radio industry since 1908 when he experimented with spark coils and coherers. He won prominent recognition in the industry in 1921 when he devised the Reinartz receiver that became popular throughout the world.

Mark Ethridge, publisher of the Louisville (Ky.) Courier Journal and the Louisville Times, and former President of the National Association of Broadcasters, Tuesday was presented with the first annual National Newspaper Promotion Association trophy award. The trophy was given to the publisher who gave "greatest recognition to the importance of promotion and used its forces to the highest extent for organization, progress and public benefit."

Opposition to Daylight Saving Time has increased somewhat since before the war, the latest Gallup Poll shows. Today, nearly one-half of the people (45 percent) included in a poll on the issue stated a preference for Standard Time the year around rather than for Daylight Saving Time either for the whole year or for the Summer months alone.

The first high seas demonstrations of new RCA merchant ship loran receivers are now under way in the Atlantic and the Pacific and trial installations of shipboard radar equipment soon will be made on vessels in the Great Lakes and coastal regions of this country. This equipment enables a shipboard navigator to obtain an accurate measurement of the ship's position in two or three minutes in darkness and any kind of weather.

Present stockholders of Maguire Industries, Inc., have purchased all 60,000 of the additional shares of the company's common stock, and none will be offered to the general public. The additional shares, offered to stockholders at $5 for fifteen days, increase to 1,071,820 the company's outstanding shares.

The maker of the famous Thompson submachine gun and also radar equipment during the war, the company now produces radios, receivers, radio-phonographs, record players, etc.

Walter S. Lemmon, New York radio engineer and President of Station WRUL, Boston, petitioned the War Communications Board at Washington for the "immediate release" of the facilities of that station from its wartime status.

Mr. Lemmon held that the transmitter, which before the war had functioned as the main outlet of the World Radio University and reached listeners and students in more than thirty countries, no longer was needed for urgent war purposes and its facilities were no "longer necessary or within the interests of the original order."

In a statement given out in New York, Mr. Lemmon urged that the plan proposed by William Benton, Assistant Secretary of State, to restrict all broadcasts from this country in peacetime to a single Government-controlled radio voice would not make for confidence and good-will in the long run.

Robert H. Bishop, with Sylvania Electric Products, Inc. since 1936, has been named Director of Sales for all division and subsidiaries; he will be responsible for coordination of selling policy in all divisions of the company as well as its subsidiaries, Colonial Radio Corporation and Wabash Corporation. He also will have direct line responsibility for the sales organization of the lamp, fixture, radio tube and electronics divisions.

Runner-up newspapers chosen for honorable mention scrolls at the American Newspaper Publishers' Association's meeting in New York, were Charleston (W.Va.) Gazette, Cleveland Press, Des Moines Register and Tribune, Memphis Commercial Appeal, Minneapolis Star-Journal and Tribune, Omaha World-Herald, Oregon Journal, St. Joseph (Mo.) News Press and Gazette, and the Salt Lake Tribune Telegram.

Washington newspapers practically ignored the recent DuMont (John Wanamaker) New York-Washington television demonstration. The Washington Star, which owns the broadcasting station WMAL and also has a television license, gave the story only about 6 inches on page 5. This despite the fact that the DuMont studio immediately adjoins the Star on the same block and that the DuMont television mast has long aroused the curiosity of Washingtonians and visitors to the city who are continually asking what it is.

City College in New York City, in connection with its second annual radio and business conference, will present five plaques and eighteen certificates of merit to radio sponsors, stations, networks and advertising agencies. The conference will be held in New York on April 30 and May 1st.

To study first hand, new and improved electronic commercial products and services stemming from the Radio Corporation of America's wartime research and manufacturing activities, engineering representatives of subsidiary companies of the RCA International Division were taken on a four weeks' tour of RCA Victor plants in northeastern United States and Canada.

X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING CO. Inc.
RECEIVED
MAY 2 1946
A.M.
7 8 9 10 11 12
P.M.

INDEX TO ISSUE OF MAY 1, 1946.

War Radio Notables Ride Again In Butcher-Eisenhower Book.....1

Philco Earnings Drop Sharply To $2,377,239.....4
Movies Finally Get Lew Weiss.....4

Radio Tube Ceiling Increase; No Advance On Replacements.....5

ABC Acquires California TV Site; Parachute News Coverage.....6

Petrillo Sharpens His Axe For Television.....7

McGrady, Of RCA, Picked To Handle Tough Old John L. Lewis.....8
March Radio Set Output Better; Still Had Terrible Limp.....8

Russian Interest In Radar Causes War Secrets Scare.....9

Noted Physicist Joins Zenith; V-T Proximity Secret Revealed.....10

Cleveland Radio Editor Hooper-Rates The Local Stations.....11
Secrecy Lifted On How Submarines Were Trapped By Sound.....11

Montana Jurist To Oppose Senator Wheeler For Re-Election.....12
Daylight Time Change Caused Little Confusion In Capital.....12
Present Day Sets Nearly Obsolete, Radio School Head Says.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1725

May 1, 1946

WAR RADIO NOTABLES RIDE AGAIN IN BUTCHER-EISENHOWER BOOK

To anyone in the radio and communications industries, reading Capt. Harry C. Butcher's book, "My Three Years With Eisenhower", which has just been placed on sale, is almost like Old Home Week. Captain Butcher who, before the war, was Washington Vice-President of the Columbia Broadcasting System, leaned over backward to extend courtesy and be of assistance to his old friends while he was with General Eisenhower. Some of those who are mentioned in one way or another in the book are Col. William S. Paley, Chairman of CBS, Captain Butcher's former chief; Edward Klauber, former CBS Vice-President, who was among those who urged Mr. Butcher to write the book and who later became Deputy Director of the Office of War Information; Earl Gammons, Director of CBS Washington office; Duke Patrick, radio counsellor; Sol Taishoff, Editor of Broadcasting; Edgar Bill, Station WMBD, of Peoria, Ill., and Bob Trout, CBS commentator.

Also Col. Sosthenes Behn, President, International Telephone and Telegraph Corporation; Senator Homer Capehart, of Indiana; John Cowles, Vice-President of the Cowles Broadcasting Company; Louis Caldwell, counsel for WGN, Chicago; Arthur Godfrey; Gladys Hall, former secretary of Captain Butcher, now in the same capacity with Jess Willard, Assistant to the President of the National Association of Broadcasters; Paul Kesten, Vice Chairman of CBS; Col. Robert R. McCormick, the Chicago Tribune and Station WGN, Chicago; Frank C. Page, Vice-President of I. T. & T.; Paul A. Porter, Former Chairman of the Federal Communications Commission; Rear Admiral Joseph Redman, Chief of Naval Communications; Maj. Gen. F. E. Stoner, of the Army Signal Corps; Brig. Gen. David Sarnoff, President of the Radio Corporation of America, Niles Trammell, President of National Broadcasting Company, and Senator Burton K. Wheeler, of Montana

It is doubtful whether any book has ever been launched with such a loud publicity splash as "My Three Years With Eisenhower" It began with the Saturday Evening Post serial (for which the Post paid $175,000, a new high), followed last week by Simon & Shuster, the wideawake publishers carrying full page advertisements in the New York and Washington papers, 535,000 copies of the book (to sell for $5 per) were in print before publication, including distribution as the May selection of the Book-of-the-Month Club. All this in addition to the thousands of reviews that are now being published in the newspapers and magazines and broadcast over the air.

That would seem to be about enough publicity for Captain Butcher, or anyone else, for one time, but on top of it all comes the news that the Federal Communications Commission has just granted him a license to operate a new radio station at Santa Barbara,

Calif. where he expects to make his future home. It starts with only 250 watts on 1350 kilocycles but has unlimited time, so with Harry Butcher's name, fame, and know-how, watch that little California station grow!

In his book, Mr. Butcher made it clear that he wasn't taking advantage of his being with Eisenhower to pull any chestnuts out of the fire for CBS, his old employers. He wrote in 1944:

"CBS has had poor luck on broadcasts from Paris to the States. This fact has dispelled all thought that I, as an ex-Columbia, would be pro-Columbia. Oddly enough, Mutual gets the best breaks, the Blue next, then NBC, and poor old Columbia gets all the atmospherics, line breaks, poor switching, and power failures - the majority of which have happened on the American side. Bill Shirer, with all his eggs in one basket, with one broadcast a week, and not permitted by CBS to record his remarks for rebroadcast of his own voice on the air, has been hurting all over - right down to his toes. If CBS would permit him to broadcast from Paris before sunset when transmission conditions are best and record his voice in New York for rendition later in the evening, CBS would have assurance of a broadcastable program and would have a usable program even if Bill's voice is torn asunder by the hell-raising of twilight on the Atlantic when he comes on for his regular Sunday-night period.

"I have kidded CBS and NBC that Mutual and the Blue are young and enterprising and not hidebound by tradition or bias against recordings. This is my favorite theme and I plague all CBS people with my wail. Bill Paley knows it by heart and I think Paul Kesten in New York could repeat it in his sleep. Why the networks didn't buy lines to Mackay Telegraph in New York, so they could receive Mackay transmission from Paris, remains a mystery to me. I sent a message to the tops of all networks, asking them to look into switching. When we sweat our hearts out trying to get communications out of a war area into America we simply cannot understand the attitude of the traffic men in the networks."

A little-known incident which might have wrecked Captain Butcher's history-making diary was when President Roosevelt, unknown to either Butcher or General Eisenhower got the idea of appointing Butcher to succeed Elmer Davis, head of the Office of War Information, who was then in hot water. To the relief of Butcher, the President induced Elmer Davis to stay on but for a long time thereafter, Harry Hopkins kept them all pretty badly worried with the idea that Harry Butcher might still be drafted for the job.

It fell to Frank Page to have the interesting experience of visiting Berlin with General Eisenhower, and later Berchtesgaden with Captain Butcher of which the latter writes:

"While Frank and Corporal Street waited in the car, Quirk (Major Quirk, PRO of Third Army) and I climbed up to the Eagle's Nest, policed by paratroopers of the 101st Division.

"The climb made me dizzy, but, fortunately, Hitler had several rest benches along the way. The last turn of the narrow trail is on a spur of the mountain, from which I could look straight down for what I guessed was 5000 feet, if I had chosen to look, but I took the inside track.* * *

"Inside I found a single paratrooper writing a letter home in the huge dining room. He was seated at a table that had twelve seats at each side and two at each end. The main living room was oval-shaped, with large windows through which the snow-capped peaks of the Bavarian Alps showed majestically in the twilight.

"After seeing the Eagle's Nest, Quirk and I agreed that Hitler was crazy.

"We descended and inspected Hitler's chalet halfway down the mountain, where I collected a few pieces of marble from Hitler's fireplace - one especially for Niles Trammell, to whom I am still indebted for his attempt to supply me with langouste in Africa.* * * Hitler's house had been badly burned, but as it was constructed of brick, stone, and concrete, most of the main structure was still intact."

Captain Butcher, describing the triumphal return of General Eisenhower to Washington, wrote:

"I was in my old home town and I could now enjoy the parade. It was wonderful. The streets of Washington, even without people on them, would have been good to see, but with the thousands of friendly faces - even though they may forget us all in a week - made the drive from the Pentagon to the Capitol one that only few in the history of our country have had the privilege of sharing.

"General Ike was standing, waving like a prize fighter. His friendliness radiated through the crowds and following in the refrain, I could hear numerous comments. 'He waved at me.' 'Isn't he handsome?' 'He's marvelous.'

"Driving past Thirteenth and Pennsylvania Avenue, I waved to the eighth floor of the Earle Building, where I knew the old Columbia gang would be watching out the window, but I could scarcely see them for the trees.

"We saw a sign, 'Welcome Home, Butch.' Mickey turned to me and said:

"'Who is this guy Eisenhower?'"

X X X X X X X X

Senator Bilbo (D), of Mississippi, fighting the proposed loan to Great Britain last Wednesday stated that among the American stocks England owned were 434,000 shares of General Motor, 177,000 RCA, and 70,000 A. T. & T.

X X X X X X X X X X

PHILCO EARNINGS DROP SHARPLY TO $2,377,239

Largely as a result of the drastic cancellation of war contracts after V-J Day, sales of Philco Corporation in 1945 declined to $119,129,378, as compared with $152,933,250 in 1944, according to the Company's 1945 Annual Report to stockholders.

Net income in 1945 was $2,377,239 or $1.73 per share of common stock, after all Federal and State income and excess profits taxes and adjustment of reserves, as against revised net income of $3,913,494 or $2.85 per share in 1944. The reduced volume of war work in 1945 and the heavy costs of reconversion were the chief causes of the decline in earnings. Renegotiation has not been concluded for 1945, but the earnings reflect provision therefor, the report states.

Current assets totaled $54,479,208, current liabilities were $37,398,436 and working capital amounted to $17,080,772 at December 31, 1945. The Company's V-loan was reduced to $20,000,000 during 1945, and a further reduction to $10,000,000 has since been effected.

"In the final stages of the war, when the radar art was advancing rapidly, the Army and Navy depended on Philco to an increasing degree for technical assistance", John Ballantyne, President, and Mr. Larry E. Gubb, Chairman of the Board, point out in a joint statement. "This work included fundamental research looking to the development of entirely new aircraft radar, television and radio equipments for military use, including new radar systems operating at the highest frequencies yet explored. Philco is one of a limited number of manufacturers chosen to carry on future basic electronic research for the Government and help keep the United States in the vanguard of the new technology, which is of such great importance to the national security program."

X X X X X X X X

MOVIES FINALLY GET LEW WEISS

Highlights from the radio career of Lewis Allen Weiss, Vice-President and General Manager of the Don Lee Broadcasting System, and Vice Chairman of the Board of Mutual, are being written into the film script of a new Jerry Brandt motion picture production, "Magic In The Air", which goes before the cameras soon. The picture tells the story of radio, from crystal sets to television.

Mr. Weiss, in behalf of Mutual and Don Lee, also accepted an award signed by Secretary of War Patterson and Secretary of Navy Forrestal, and made to these services for "outstanding and distinguished performance rendered servicement overseas in connection with the Armed Forces Radio Service."

The presentation, made in recognition of Mutual&s contribution of big-name radio shows six hours a week for every week of almost five years, or a total of more than 1500 solid hours of entertainment for U.S. servicemen overseas, was made by Lieut. Col. Robert E. Kearney, AFRS commandant in Hollywood.

X X X X X X X X X

RADIO TUBE CEILING INCREASE; NO ADVANCE ON REPLACEMENTS

Increases in manufacturers' ceiling prices for radio receiving tubes and allied special purpose tubes, which are similar to radio tubes but of different construction and use, were announced today (Wednesday, May 1) by the Office of Price Administration.

Although an increase factor was given for tubes sold as replacement parts as well as those sold as original equipment, consumer costs for replacement tubes will not be affected, the agency said.

Two increase factors were given manufacturers of these products by today's action, effective May 2, 1946:

For sales of tubes to resellers for replacement purposes - 20 per cent over March 31, 1942, levels at which maximum prices for these sales were previously frozen.

For all other sales of tubes, including those used as original equipment on radios, - 27.5 per cent over March 31, 1942, levels at which price ceilings were frozen prior to September 1945. At that time, the agency granted manufacturers of tubes used for original equipment an increase of 10.4 per cent. As a result, today's increase, which replaced the one granted in September, actually raises current maximum prices for these sales only 15.5 per cent.

These two increase factors are designed to return to the industry 25 per cent additional revenue over 1941 levels on all its sales, OPA said. This increase is necessary, the agency said, for the industry to recover current factory costs including higher wage rates recently granted.

This increase in manufacturers' maximum prices for replacement tubes will not affect retail prices because under the agency's absorption policy the increases will be absorbed by distributors and retailers. Full absorption will be required pending completion of a study now under way. Available data indicates now that wholesalers can absorb 20 per cent of the manufacturer's dollar-and-cent price increase and retailers can absorb the remaining 80 per cent of the increase without hardship. This is required pending completion of the agency's absorption survey, through a new OPA wholesaler's price list and by leaving retail ceilings unchanged. Therefore, wholesalers are permitted to increase their former prices by 80 per cent of the manufacturer's increases.

The retailers' ceiling price list has been expanded, however, by adding to it recently developed types of radio receiver tubes.

Today's action also permits brand owners, such as large mail order firms, who sell radio tubes under their own brand names, to use the same retail price ceilings as all other sellers at

retail. Many of these sellers were formerly held to March 1942 prices and like other retailers, who customarily bought and sold tubes under the general level of prices, would be placed in a hardship position if held to their March 1942 price levels as formerly.

Today's action places sales of radio tubes at all levels under Order Number 619 of the general machinery regulation (Revised Maximum Price Regulation 136). At the same time, the agency is revoking Section 3.3 of Supplementary Regulation 14J, which formerly covered wholesale and retail sales of new standard radio receiving tubes.

X X X X X X X X X X

ABC ACQUIRES CALIFORNIA TV SITE; PARACHUTE NEWS COVERAGE

The American Broadcasting Company made two progressive moves last week - one was the staking out of a site for new Hollywood television and FM stations on the summit of Mt. Wilson 5,720 feet high for coverage of the heavily populated region of southern California. The other was going in with the Associated Press on a new exclusive news service known as Paranews to cover hard-to-get stories by being "on the spot".

Paranews is composed of four World War II veterans in California. By means of an always ready plane, Paranews will fly to the scene of the news, a member will parachute to the location and relay reports by "walkie-talkie" to an ABC newscaster in the plane overhead. The on-the-spot coverage will be recorded on wire and flown to the nearest ABC station for rebroadcast to the nation. In addition to the "walkie-talkie" man, a cameraman will also parachute to the spot to bring the picture story to the world, via AP.

A 32-page brochure outlining the progress made by ABC television and forecasting future video activities of the network has just been released.

Based on the theme, "The Show's the Thing", the booklet is prefaced by a statement by Mark Woods, President of ABC, who says - "We're very frank to say that in television we are just beginning to learn. You can tell us things that will help us a great deal. Will you?"

X X X X X X X

Despite objection by Walter Winchell to settlement out of court, although his radio and newspaper contracts protect him from financial losses in any libel suit, a libel suit brought against the New York Mirror-King Features columnist by the National Maritime Union has been settled out of court for $10,000.

Mrs. Roosevelt will appear on Winchell's Cancer Benefit program Sunday night, May 5 (ABC 8 P.M. EST). According to the advance press notice "this will mark the first meeting of the pair."

X X X X X X X

PETRILLO SHARPENS HIS AXE FOR TELEVISION

Having told Congress and the broadcasters where to get off and having successfully put the squeeze on the moving picture people, James C. Petrillo, having previously put thumbs down on "live" musicians for television, has again gotten around to television.

This became known yesterday (Tuesday) in an article by Mr. Petrillo in the Union's official publication, the International Musician, which read:

"The introduction and development of television presents the same threat to employment of musicians as did the change from silent to sound movies", Mr. Petrillo wrote. "As television progresses from one stage to another, it is apparent that movies will play a great part in its future and that it is possible to produce the majority of television programs in 'canned' form, thus eliminating all radio employment.

"You all know, through bitter experience, that when Vitaphone and Movietone were installed in the theatres of the United States and Canada we lost the employment of 18,000 musicians almost overnight.

"The American Federation of Musicians is determined to avoid a repetition of that tragic experience, and until we find out exactly where we stand (by that, I mean whether television is to destroy our employment in radio, or whether it is going to put men to work, or other means found whereby our employment opportunities will not be lost), we are not going to render services in the making of television.

"We have been fooled so many times and misled by the employers so many times by their saying that every new invention would help us, that if we permit ourselves to fall in line again with that kind of talk, we deserve the consequences.

"Television is not going to grow at the expense of the musicians. As television grows, the musician is going to grow with it, or we are not going to assist in its development. The sooner our critics - I should say our 'severe' critics - understand that musicians, who have been exploited for years, studied their instruments for a livelihood and not just for the love of it, the better off we will all be."

X X X X X X X X

David Sarnoff of the Radio Corporation of America, Gerard Swope of General Electric, Mrs. Roosevelt and others are honorary Vice-Chairmen of the Committee for the Nation's Health of which Dr. Channing Frothingham is Chairman. The Committee is backing the National Health (Wagner, Murray-Dingell) Bill.

X X X X X X X X X

McGRADY, OF RCA, PICKED TO HANDLE TOUGH OLD JOHN L. LEWIS

Bert Williams, the old-time blackface comedian, used to sing a song about being invited to capture a bear, the refrain of which was "a great chance for somebody but not me".

A similar chore was assigned this week by Secretary of Labor Schwellenbach to former Assistant Secretary of Labor, Edward F. McGrady, now Vice-President of the Radio Corporation of America. Secretary Schwellenbach appointed Mr. McGrady a Special Conciliator to grapple with John L. Lewis in an effort to secure a settlement of the 29-day bituminous coal strike.

Mr. Schwellenbach explained that he had used Mr. McGrady effectively in the recent tugboat strike which tied New York City in a knot, and later, along with David Sarnoff, President of RCA, in preventing the New York City transit strike, which promised the same results, and now was borrowing Mr. McGrady again for the coal negotiations.

Mr. McGrady, who has frequently been called the nation's labor "trouble shooter No. 1", began his career as a newspaper pressman. He served four years as Assistant Secretary of Labor, 1933-37, and has been Vice-President in charge of labor relations for RCA since that time. During the Second World War he was a special consultant to the Secretary of War.

X X X X X X X X X X

MARCH RADIO SET OUTPUT BETTER; STILL HAD TERRIBLE LIMP

March shipments of domestic radios increased to approximately 1 million sets, a 33 percent rise over February shipments of about 750,000 units, John D. Small, Administrator of Civilian Production reports.

"This sharp upward trend carries shipments to 91 percent of the prewar base period (1940-41) rate of 1.1 million units a month. It should be noted, however, that 87 percent of the radios shipped in March were table models; only 4 percent were consoles, and 9 percent automobiles radios.

"During the base period 63 percent of shipments were table models, 13 percent were consoles, and 20 percent were automobile radios. It therefore appears that shipments of table models at present are about 140 percent of prewar levels, console radios about 30 percent of prewar levels, and automobile sets about 45 percent of prewar levels. The low level of shipments of consoles is primarily due to a shortage of cabinets resulting from the tight lumber situation."

X X X X X X X X X X

RUSSIAN INTEREST IN RADAR CAUSES WAR SECRETS SCARE

There was quite a scare in Washington this week over the allegation that the State Department was releasing secret electronic items, including radar, for disposal abroad notably to Russia. A sub-committee headed by Senator Eastland (D), of Mississippi, and including Senators Wherry (R), of Nebraska, and McFarland (D), of Arizona, quickly got busy and are now investigating the situation.

The State Department announced that, with the exception of some material jointly developed by the United States and other countries (such as radar), no "classified" equipment in the electronic field had been released for sale or licensing abroad since the termination of the Lend-Lease program. It added that it had no legal authority to prevent the sale or manufacture of "unclassified" material abroad.

The first witnesses heard by the Senate Committee were Ray C. Ellis, General Manager of Raytheon Manufacturing Company, and William Eaton, Washington representative, who were said to have testified that a condition to pending negotiations with Russia for the sale of component radar parts was that the company provide the "know-how", or techniques, of assembly and production. According to the testimony, it was proposed contractually, it was reported, that Russian scientists and engineers be sent to the American plant for instruction.

With training in techniques, it was contended, foreign buyers could assemble "declassified" component parts into a complete working apparatus duplicating a machine or instrument still on our "classified" list. Thus, it was held, buyers could "get around the law" and attain a parity in progress and production with the United States despite present legal safeguards.

There was no substantiation thus far of reports that the State Department, which clears items "declassified" by the War and Navy Departments, had "encouraged" manufacturers of radar and other equipment to sell or license their products to foreign powers or nationals.

The State Department, under existing law, apparently cannot discourage the release to foreign powers or nationals of articles no longer on War and Navy "classified" lists.

"Declassification" of secrets apparently had gone so far beyond the field of electronics that pending legislation seeking to increase protection should be broadened materially.

X X X X X X X X X X

NOTED PHYSICIST JOINS ZENITH; V-T PROXIMITY SECRET REVEALED

Dr. Alexander Ellett, who, as head of Division 4 of the National Defense Research Committee since 1940, had directed development of the famous V-T proximity fuse for bombs, rockets, and trench mortars, and other still secret scientific weapons, has joined Zenith Radio Corporation as Director of Research.

At the same time, Commander E. F. McDonald, Jr., President, revealed the secret story of Zenith's part in the development of the V-T proximity fuse for bombs, rockets, and trench mortars, the only research project of the war that shared equal priority with the atomic bomb.

By January, 1945, Zenith had begun full scale production. The design and production techniques were made available to all other manufactures of proximity fuses. The Zenith-designed generator was adopted by all other manufacturers, and at the time of the Jap surrender, all other suppliers of V-T fuses for bomb use, even though they had gone into production with other electrical circuits, had switched to the complete Zenith design.

The fuses could be built to explode the bomb at varying distances from the target, ranging from 10 to 300 feet. They were used in plastering Iwo Jima, Okinawa, and Japan, and were credited with driving the Japs underground, because they made it impossible for anything to live above the surface of the ground, even in foxholes.

By V-J Day Zenith had manufactured and shipped several hundred thousand fuses. In the last few months of the war, their entire output was shipped to the Pacific by air for the preparation of the invasion of Japan proper.

Dr. Ellett, a veteran of two years in the air service during the first world war, earned his Ph.D. in physics at the Johns Hopkins University in 1922. He joined the faculty of the University of Iowa in 1924, and became Professor of Physics in 1929. His major research activities were in spectroscopy, atomic and molecular beams and nuclear physics. In November, 1940, he was invited by Dr. R. C. Toman, Vice-Chairman of the National Defense Research Committee, to enter governmental research. In 1942, when the Office of Scientific Research and Development was organized under Dr. Vannevar Bush, Dr. Ellett was made Chief of Division 4 of the National Defense Research Committee, of which Dr. James B. Conant, President of Harvard University, was Chairman.

X X X X X X X X X

Critic John Mason Brown evaluates three new books about the war - "My Three Years With Eisenhower", by Capt. Harry C. Butcher, USNR; "Eclipse" by Alan Moorehead; and "Top Secret" by Ralph Ingersoll - on Saturday, May 4 (WABC-CBS, 2:00-2:15 PM, EDT).

X X X X X X X X X

CLEVELAND RADIO EDITOR HOOPER-RATES THE LOCAL STATIONS

Stanley Anderson, radio columnist on Cleveland's largest local-circulation newspaper, the Press, recently conducted a completely independent city-wide listener poll.

"WJW, Cleveland's ABC outlet", Mr. Anderson reported, "chalked up the greatest number of points in The Press 1946 Local Radio Poll. Based upon the number of first, second and third places accumulated, Bill O'Neil's station came up with 44 points.

"WGAR, the CBS affiliate, moved into second place with 29 points, while WHK (Mutual) and WTAM (NBC) tied for third place with 20 points.

"Dialers gave WJW seven out of 19 first places. WGAR, WTAM and WHK tied with four firsts each. Best Program, All Classes, went to WJW for its Clambake, which nosed out WHK's In a Nutshell. Best Performer, All Classes, was WHK's Rance Valentine, who barely shoved out WJW's Howie Lund and Don Bell.

"Ballots indicated that dialers are not unaware of local programs. For instance over 60 shows were named for Best Program honors. More than 40 individuals were named in the Best Performer category."

X X X X X X X X X

SECRECY LIFTED ON HOW SUBMARINES WERE TRAPPED BY SOUND

"Sonar" - super-secret wartime enemy of Nazi U-boats - had its public debut Tuesday at a demonstration arranged jointly by the Navy and the Radio Corporation of America at the Museum of Science and Industry in New York where by means of a model, viewers watched an enemy submarine glide into New York Harbor only to be detected and sent to the bottom by the combined action of sonar underwater sound equipment and a strategically placed mine.

This demonstrated publicly for the first time one of the uses of sonar, the system which, according to Navy figures, accounted for the sinking of nearly 1,000 enemy undersea craft, the damaging of hundreds of others and the frustration of countless attacks.

Other effective uses of sonar (which takes its name from abbreviation of the words Sound-Navigation-And-Ranging) included the detecting and locating of submerged submarines by echo-ranging, the ascertaining of depth, underwater listening and the long-range underwater fixing of positions for rescue work, it was explained. Sonar equipment operates on the principle that sound waves propagated in water are reflected to their source if they strike a solid body in much the same way that sound waves in the air produce an echo when they strike a cliff.

In sonar echo-ranging, sound waves are propagated in the water by equipment installed in a surface vessel or submarine and the echoes reflected by the target are received by the same equipment. Direction of the target is indicated by the position of the sonar projector at the time the echo is received, and distance is determined by the time interval between sending of the signal and reception of the echo. Sonar echo-sounding (depth finding) is accomplished in the same way, but the sound waves are directed vertically down, the target being the bed of the ocean.

X X X X X X X X

MONTANA JURIST TO OPPOSE SENATOR WHEELER FOR RE-ELECTION

An indication of opposition to the reelection of Senator Burton K. Wheeler (D), of Montana, Chairman of the Interstate Commerce Committee which handles radio matters in the Senate, was announced Tuesday. Leif Erickson, of Helena, former member of the Montana State Supreme Court, it is reported will run against Senator Wheeler in the July primaries. Judge Erickson, a prominent attorney, was appointed Associate Justice of the Supreme Court in 1939.

Judge Erickson, born in Wisconsin, is 40 years old. Senator Wheeler, a native of Massachusetts, is 64 years old and is now serving his fourth term in the Senate (1923-1947).

X X X X X X X X

DAYLIGHT TIME CHANGE CAUSED LITTLE CONFUSION IN CAPITAL

Although the City of Washington itself is not on Daylight Saving Time, the switchover last Sunday seemed to cause very little confusion. WOL, the Cowles station and Mutual outlet, said there was no trouble at all. WTOP, CBS station, reported about 75 telephone inquiries, a relatively low number as radio station inquiries go. WMAL, under ABC-Evening Star control, reported "no reaction to speak of" over the week-end, and WRC, owned by NBC, announced itself as unharrassed, with a single qualification. The station was confronted around 9 A.M. by the demands of 25 indignant housewives who wanted to know what had happened to "Honeymoon Lane".

X X X X X X X X X

PRESENT DAY SETS NEARLY OBSOLETE, RADIO SCHOOL HEAD SAYS

I. Keith Tyler, Director of Radio Education at Ohio State University, said at Columbus, Ohio, just ahead of the radio conference to be held there this week, that radio sets now in production are practically obsolete.

After talking with radio engineers from all parts of the country, Mr. Tyler said frequency modulation broadcasting is "just around the corner" and that television is a "wide open field."

"We expect that as soon as the initial demand for small radios is over that radio manufacturers will begin making radios combining all three units (FM, television and standard wave length", Mr. Tyler said.

X X X X X X X X X

SCISSORS AND PASTE

The FCC's Radio Set Fishing Expedition
(Drew Pearson in Bell Syndicate)

Over 300 construction permits for the building of new frequency modulation radio stations have been issued by the Federal Communications Commission in the past few months, with hundreds more applications on file.

Meanwhile, the FCC has made a disturbing study of manufacturers' plans for radio sets this year. This study indicates that although upward of 15 million radio receivers will be produced in 1946, hardly more than 1 in 10 will be equipped to bring in "FM" programs. Several of the major manufacturers are yet to be heard from, but thus far there is nothing to show that they are planning heavy production of "FM" receivers.

With "FM" receivers being held from the market, the audience for this new type of broadcasting will be held down to such a small number that only in a few metropolitan areas will there be a real attaction for advertisers. The result probably will be indefinite delay in the emergency of "FM" broadcasting.

- - - - - - - - - - -

Censorship Through Blackmail
("Chicago Tribune")

Few owners of radio stations will be found willing to risk destruction of their investment by an arbitrary curtailment of their license in order to test the power of the Federal Communications Commission to regulate programs. The regulation, however, is present. One has only to listen to the radio through a 24 hour span to discover to what a large extent it has been made a vehicle for administration propaganda and slanderous attacks upon administration critics, and in what small measure it affords those critics a chance to present the opposite side of the story to the American people.

Radio broadcasters may succeed or fail according to their own methods. They are almost certain to fail if they are coerced into operating under other people's methods, especially those prescribed by people not skilful enough to engage in the business themselves.

Variety of instruction or entertainment is assured by the difference of taste and intellect to be found among station managers. A parallel variety among publishers gives the public a great diversity of books, magazines, and newspapers. The same principle applies to musical programs, in the offerings of lecturers and public speakers. If there is a public desire or demand for information on particular topics or for particular kinds of entertainment, some one meets that desire.

Quite obviously, a station whose competitor broadcasts an exceptionally popular comedian at a particular hour has alternate choices. It can try to develop a comedian of its own who will outdraw the rival, or it can design a program to appeal to the large number of people who are bored to tears by all radio comedians.

The people who get to the top of radio stations and networks are those with the greatest capacity to conduct broadcasting. They will, however, be no more uniform in their ideas than newspaper editors are uniform in their appraisal of news, or than theatrical producers are unanimous in their judgment of what is going to entertain the public.

Broadcasting will have to suffer, perhaps, for a long time as newspapers suffered to establish freedom of the press.* * *

This, of course, is on the assumption that radio broadcasting is to be developed as the communications act intended it to be, a vehicle for communication of public information and entertainment, free from government censorship, and not, as the communications commission has been trying to make it, a propaganda institution for the political party in power.

- - - - - - - - - - -

Petrillo Thumbs His Nose At Congress
("Washington Post")

With his customary impertinence, Mr. James Caesar Petrillo has, in effect, thumbed his nose at the efforts of Congress to restrict his activities by law. In a bill just signed by President Truman, Congress sought to limit severely certain unsavory practices of Mr. Petrillo's American Federation of Musicians in the radio broadcasting industry. But even before the legislation went to the White House, the wily Mr. Petrillo had eluded its grasp by launching forth in another direction. He had his eye on the lush coffers of Hollywood. Mr. Petrillo is no piker. He has asked for a threefold increase in the number of musicians hired by the eight principal motion picture studios, along with a 100 per cent pay raise for the 10 playing hours a week permitted by the union. And, considering the iron bludgeon he seems to wield over employers and musicians alike, the chances are that his new requests will be met in substantial measure. (Editor's Note: - Which they were)

Congress, of course, asked for this gesture of defiance. Petrillo's sweeping demands appear ridiculous, but no more so than the apoplectic restriction bill passed by Congress. Mr. Petrillo has amply demonstrated the folly of any legislation aimed at one particular union or industry. Recognition in the law of what constitute legitimate practices and responsibilities of every union remains a grave national need, unfortunately largely untouched so far. Aberrations such as the anti-Petrillo bill contribute nothing to an equitable formula. It is a disillusioning commentary on the ways of Congress that its members can become so irate and can generate so much steam over the Musicians' Union, which affects only a relatively small number of persons. But in matters of public utilities, steel, and the present coal strike, with the operation of the Nation's very productive machine at stake, there is scarcely more than a feeble yelp.

X X X X X X X X X X

TRADE NOTES

Gene Buck, past President of ASCAP, acted for Mayor O'Dwyer, in presenting a plaque to Bill (Bojangles) Robinson, famous negro dancer, celebrating his sixtieth year in the show business, in New York Tuesday night. Mr. Robinson expressed his appreciation in a speech which was broadcast from coast to coast by NBC.

Mayor O'Dwyer had proclaimed the occasion "Bill Robinson Day" and many of the best known theatrical people took part in the celebration, including Maude Nugent, who introduced "Rosie O'Grady"; Billy Gould of "Alexander's Ragtime Band" fame; W. C. Handy; Harry Hershfield, Bert Lytell, Brock Pemberton, Lee Shubert and Joe Howard.

Although the war has been over a year, there appears an FCC item in the Second Deficiency Appropriations Bill of $194,000 "salaries and expenses, national defense", which shows that some of the boys are hanging on as long as they can. The regular annual FCC salaries and expenses are listed at $363,000.

Southern California Telephone Co. announced in Los Angeles last Sunday that it had begun tests of a radio telephone system which it said would become the world's first commercial application of multi-channel microwaves.

Permanent transmitting and receiving equipment has been installed on a hill on Santa Catalina Island, 21 miles west of Los Angeles Harbor. The system will go into operation in a few weeks, the company said.

A new "armored vacuum" tube in the tip of the phonograph tone arm instantly translates mechanical sound from the record into electronic modulations in "the world's first direct action electronic pick-up" which has just been announced by L. C. Truesdell, General Sales Manager for Radio and Television, Bendix Radio Division of the Bendix Aviation Corporation. He declared the device to be revolutionary in its simplicity and capable of reproducing delicate tones now lost to other than the best studio type reproducers. The new pick-up is ideal for consumer use said Mr. Truesdell, because it resists abuse and is incapable of damaging records, practically abolishing record wear and high replacement costs.

Arthur Godfrey, of Washington, CBS commentator, who became suddenly ill Monday was reported to be recovering in New York. At first, according to Arch McDonald, who took over for Godfrey, it was thought it might be his heart, but later Mr. McDonald said it appeared to be simply exhaustion as a result of overwork.

In addition to his network shows, a total of five hours, six days a week, Mr. Godfrey, who has been broadcasting 11 years, was appearing in the Broadway show "Three to Make Ready" starring Ray Bolger and as McDonald put it, Godfrey was working "about 25 hours a day".

In a joint release by the Swedish American Line and Raytheon Manufacturing Co., of Waltham, Mass., the first fully evaluated results of commercial radar are now available for merchant marine circles to examine. Raytheon Radar installed on the M/S TUNAHOMW was said to be the first privately-sponsored radar installation on a merchant ship.

The ASCAP Board of Directors Tuesday elected for another year the following incumbent officers of the Society:

Deems Taylor, President; Gustave Schirmer, Vice President; Oscar Hammerstein II, Vice-President; George W. Meyer, Secretary, and J. J. Bregman, Treasurer. Ray Henderson was elected Assistant Treasurer, to take the place of Irving Caesar.

Contents of Radio Age for April, an RCA Quarterly, include: "Airborne Television Demonstrated"; "Trade-Mark With a Heritage" by Abraham S. Greenberg; President Honors Sarnoff, Medal for Merit Awarded President of RCA; Television at UN Council, Iconoscope Brings Proceedings to Overflow Crowds, RCA Initiates Rate Reductions, Proposed Tariff Greatly Lowers Message Costs; Freedom to Listen, by General Sarnoff; New Field for Electron Tubes, by L. W. Teegarden, etc.

KHR and the Don Lee Network pulled its radio and television equipment from Wrigley Field and cancelled both its broadcast and television schedules on the Ike Williams-Enrique Bolanos fight for April 30, when an attorney, assertedly representing both fighters, declared legal rights which ostensibly had been covered in the original agreement between top promoters of the event and Jack Dempsey, representing and radio sponsor.

"How Much for How Many?", a study of media costs by Frank Pellegrin, Director of Broadcast Advertising of the National Association of Broadcasters, is now being distributed to broadcasters in pamphlet form.

A survey by the U. S. Department of Agriculture shows that in radio entertainment farmers prefer: 1. News; 2. Religious Music; 3. Old Time Music; 4. Market Reports.

Hundreds of "lightning spies" are being used on a wide scale in Peru to aid in planning protection against direct lightning strokes to transmission systems, by General Electric Company.

Developed in the 1930s by G.E., the "spies" are technically known as magnetic links and are used for making records of the current in lightning flashes.

Data gathered on the behavior of lightning currents at high altitudes will enable engineers to design better transmission lines, electrical apparatus, and protective devices to render them more effective in the presence of lightning.

Lichty in the Chicago Times has a cartoon showing the Chairman of a packing company addressing the Directors, saying:

"After years of research I can now state that we utilize EVERY part of a pig - the squeal will be used on our radio commercial."

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING CO. INC.
LEGAL DEPARTMENT
RECEIVED
MAY 10 1946
A.M. P.M.

INDEX TO ISSUE OF MAY 8, 1946.

Sees Black And White TV Prevailing Even When Color Is Here.....1

FCC Mulls ABC King-Trendle $3,650,000 Purchase.....2

CBS Licenses Federal Labs To Make TV Color Transmitters.....3

Radio Transformer Price Factor Increased To 19 Per Cent.....4
Don Mitchell Is New Sylvania President.....4

Believed Stations Will Be Taken Care Of In Coal Crisis.....5
Charges FM Set Manufacturers With Creating Double Market.....5

WCAU, Philadelphia, Sold For Dazzling Figure Of $6,000,000.....6

New Washington FM Station Outlines Snooty Advertising Policy.....7
N.Y. Walkie-Talkie Hold-Up Gang May Run Afoul Of FCC.....7

House Considers Legislation To Combat "Radio Propaganda".....8
GE Has Orders For 150,000 Portables, New Storage Batteries.....8

Capt. Harry C. Butcher Weds.....9
Conference To Adopt Radar To Navigation In London.....9

Don Lee Calls For Press Copy Clean-Up.....10
Attorney Well Known To Broadcasters To Defend Tojo.....10

RCA By-Passes Sunspots On New N.Y.-Moscow Radio Route.....11
House Saves State Dept. Short-Wave; New Radio Setup Soon.....11

Scissors And Paste.....13

Trade Notes.....15

No. 1726

May 8, 1946

SEES BLACK AND WHITE TV PREVAILING EVEN WHEN COLOR IS HERE

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, who has repeatedly contended that television in color is at least five years away, has gone a step farther in the controversy by venturing the opinion that even when it does arrive, most of the pictures will continue in black-and-white. In his annual report to stockholders yesterday (Tuesday, May 7), General Sarnoff said:

"We firmly believe that color ultimately will provide an added interest in certain television programs for the home as it does in certain motion pictures for the theater. However, the majority of television programs will, we believe, continue to be in black-and-white, as they are in the movies, even when color is available. Although color processes have been available to the movies for many years, only 6 percent of the feature motion pictures shown in the theater today are in color.

"Adding color to television involves new techniques and new devices which still are in the laboratory stage. That part of the radio spectrum in which a color television system is likely to be operated must be thoroughly explored. Moreover, standards for apparatus that can function in this portion of the spectrum, first must be agreed upon by the radio industry and next approved by the Federal Communications Commission. The equipment must be field tested, made commercially practical and manufactured at prices within reach of the consumer. All this already has been achieved by the present system of black-and-white television. It still remains to be done by any system of color television before it can be said to be ready for use in the home.

"Although color pictures can be produced by a mechanical system", he continued, "we do not believe it is the most desirable system for home use. We believe that an all-electronic system of color television is the better method, and that when it is perfected it will make obsolete quickly any method of mechanical color that may be adopted in the interim. Our scientists, therefore, are hard at work in developing an electronic system of color that will have many advantages over any conceivable mechanical system. When a modern and practical color television system for the home is here, RCA will have it."

Mr. Sarnoff had previously said:

"The black-and-white pictures produced by the RCA all-electronic system provide greater detail, brilliance and contrast than ever before achieved in television. The demonstrations have proved that the RCA television system is ready for greater service to the public."

Recalling that in June the Louis-Conn championship fight in New York will be televised by NBC, General Sarnoff went on to describe the progress of television and to evaluate the possibilities of color television, declaring:

"This championship bout promises to be as historic in television as the Dempsey-Carpentier fight was in sound broadcasting. Twenty-five years have passed since that memorable broadcast by RCA revealed radio's great popular appeal. Now television opens a new era in sports for the public to see as well as hear by radio."

General Sarnoff pointed out that the research and engineering which made radar and airborne television possible for wartime purposes, now provide a greatly improved television system including radio relay stations, more sensitive cameras and clearer pictures for the home. It is expected, he said, that RCA television receivers will begin to reach the market in the Autumn.

Mr. Sarnoff said that NBC will put television stations on the air in Washington, D. C., and Chicago, for which the Federal Communications Commission recently granted commercial licenses. In addition, NBC has applied for television station licenses in Cleveland and Hollywood.

X X X X X X X X X X

FCC MULLS ABC KING-TRENDLE $3,650,000 PURCHASE

Although no hearing date has yet been set, the Federal Communications Commission is informally considering the purchase by the American Broadcasting Company of all the outstanding stock of the King-Trendle Broadcasting Corporation of Detroit for $3,650,000 cash.

The King-Trendle Broadcasting Corporation, whose 1945 gross revenue was $2,357,000, owns Station WXYZ, Detroit, Mich., an ABC outlet; Station WOOD, Grand Rapids, Mich., affiliated with NBC, and the Michigan Network which supplies program service to a group of Michigan radio stations.

The Broadcasting Corporation, as a wholly-owned subsidiary of the American Broadcasting Company, will retain Station WXYZ, Detroit, and the Michigan Network, but because of regulations of the Federal Communications Commission, limiting, in certain cases, the right of a network to own stations, in the light of local conditions, Station WOOD, Grand Rapids, will be sold.

The purchase does not include the Lone Ranger, Inc., the Green Hornet, Inc., and the Challenge of the Yukon, Inc.

X X X X X X X

CBS LICENSES FEDERAL LABS TO MAKE TV COLOR TRANSMITTERS

The Columbia Broadcasting System has licensed the Federal Telecommunication Laboratories, Inc., affiliate of the Internationl Telephone & Telegraph Corporation, to manufacture television transmitter equipment based on CBS' ultra-high frequency color television inventions.

Provisions of the agreement between the two companies parallel the contract signed two months ago with the Westinghouse Electric Corporation. Both arrangements are on a patent royalty basis and cover a five-year period with options for extension.

H. H. Buttner, President of Federal Laboratories, said that his company "has completed plans for the manufacture and delivery, as a complete unit, of high definition, ultra-high frequency color and black-and-white television transmitting stations."

In its news release, Federal Laboratories points out that it "designed, manufactured and installed the ultra-high frequency television transmitter including the antenna and high frequency lines now being used by CBS for color television transmission and the patent agreement enlarges the scope of Federal's television activities to the point of complete unit production and service in this highly important field of ultra-high frequency transmission. The license agreement covers a five-year period and embraces an option of extension. CBS has been broadcasting color television programs with marked success since the installation of the Federal transmitter in the Chrysler tower early this year.

"Patent royalty arrangements call for the payment of one percent to CBS by Federal on such television components as color television cameras and film scanners, combination cameras and scanners for color and black-and-white and all associated apparatus and circuits for picking up an image in color transmitting it into video signals for delivery to the transmitter and visually monitoring such signals during transmission. * * * *

"The greater clarity of the television image and resulting 'fine screen' reception is made possible by transmission on a broad band of frequencies, a technique which required the creation of special vacuum tubes. Federal's long experience in the development and production of high power transmitting tubes places it in a unique position for extending the limits of broadband transmission.

X X X X X X X X

Radio and motion pictures are not used for entertainment in Alcatraz Prison but may be employed by the warden for education and improvement of the inmates when he deems it advisable in the interest of good discipline.

No newspapers are permitted. No original letters are delivered. Such letters as are permitted are typed and copy given prisoners.

X X X X X X X X X

RADIO TRANSFORMER PRICE FACTOR INCREASED TO 19 PER CENT

The price increase factor for manufacturers of radio transformers used on power circuits and vibrators has been increased from 16.1 per cent to 19 per cent, the Office of Price Administration has announced.

The 19 per cent increase factor is the same as that granted for specialty transformers other than fluorescent transformers. In many cases the radio transformers are similar to the specialty transformers and in some cases, they are identical, OPA said.

As explained in announcing the proposed increases, they are necessary to bring the ceiling prices of these products into line with the new wage-price policy and to rectify earlier cost calculations based on incomplete base period data, the agency said.

At the same time, OPA granted manufacturers of audio transformers with fixed iron cores and choke coils with fixed iron cores a 25 percent increase factor to replace an increase factor of 16.1 percent previous authorized.

The agency explained that when the original price increase factor was determined, separate data covering the higher labor costs involved in the manufacture of these products were not available so that separate consideration could not be given them. The re-survey revealed that the proportion of labor costs to sales prices is considerably higher for these higher type transformers that are built to closer tolerances than for other types.

Resellers are permitted to pass along the increases. However, the cost of living will not be significantly increased because only a small part of the total output is sold directly to householders, OPA said.

X X X X X X X X X X

DON MITCHELL IS NEW SYLVANIA PRESIDENT

Don G. Mitchell, former Executive Vice-President of Sylvania Electric Products, Inc., has been elected President, succeeding Walter E. Poor, who was elevated to Chairman of the Board.

At the age of 41, Mr. Mitchell becomes one of the country's youngest president of a major corporation. Before joining Sylvania in 1942 he had been affiliated with McGraw-Hill Publishing Company, American Can Company, Marshall Field & Co. and the Pepsi-Cola Company. Mr. Poor, President of Sylvania since 1943, joined the company in 1911. He is a brother of Frank a Poor, its founder.

X X X X X X X X X X

BELIEVED STATIONS WILL BE TAKEN CARE OF IN COAL CRISIS

"As far as I know, broadcasting stations in Washington will be supplied with power until the last gasp", Kenneth H. Berkeley, General Manager of Station WMAL Evening Star-ABC outlet, declared in discussing the coal crisis. The impression seemed to prevail that other power companies throughout the country would likewise be very slow to cut off the broadcasting stations. It was said the average radio station requires about 50 to 60 KW power an hour. Many stations have auxiliary generators which, while they might not be able to furnish enough power to provide the usual signal, would supply enough to keep the station on the air.

The Public Utilities Commission of the District of Columbia (Washington, D. C.) has issued an order for the conservation of fuel which exempts, first, fire, police and other emergency services; second, hospitals and doctors; third, transportation and fourth, communications, which includes radio. However, the opinion prevailed that regardless of the letter of the law, broadcasting stations would be the most likely to be closed down.

It would probably be a different thing, however, with studio audiences such as in Radio City or in Chicago where ABC programs are broadcast from the 19th floor studios of the Merchandise Mart. Many programs face the question of going on the air without studio audiences because the operation of elevators has been drastically reduced.

Each ABC program which previously used audiences as part of the show is preparing two program formats. One format will use the regular audience participation script, and the second will be built around no audience participation.

X X X X X X X X X X

CHARGES FM SET MANUFACTURERS WITH CREATING DOUBLE MARKET

Addressing the Radio and Business Conference of the College of the City of New York last week, Leonard L. Asch, owner of an FM station in Schenectady accused some set manufacturers of a "plot" to create a double market by first flooding stores with AM receivers, then saying to the public a year later, "It's too bad, suckers, but now you'll have to buy an FM set."

"AM broadcasting is obsolete and the manufacturers know it", Mr. Asch asserted. He was in the General Electric Co. Sales Department before he established WBCA, a 1-kilowatt FM competitor of GE's 50-KW station WGY.

With lower investments and much lower operating costs than AM stations, Mr. Asch said the time is coming when FM broadcasters can present very attractive rate cards.

X X X X X X X X X

WCAU, PHILADELPHIA, SOLD FOR DAZZLING FIGURE OF $6,000,000

Many thought when they read that Station WCAU in Philadelphia had been sold to the Philadelphia Record for $6,000,000 that it was a typographical error. The Federal Communications Commission, which has not yet passed upon the transaction, however, confirmed the figure which, with the possible exception of WLW at Cincinnati, is probably the highest price that has ever been paid for a broadcasting station.

When the Aviation Corporation bought control of the Crosley Corporation, which included WLW, though the actual price paid for the station was never made public, experts appraised it as somewhere around $8,000,000, which is the same amount as Edward J. Noble paid for the American Broadcasting Company to the RCA-NBC for the entire Blue Network.

Some of the top prices paid for individual stations but none of them even compare with the Philadelphia deal were WINS, New York, $1,700,000 plus $400,000 advertising time on the station for Hearst the previous owner; WBT, Charlotte, N.C., $1,505,000; KHQ, Spokane, $1,300,000; WMCA, New York, $1,255,000; KNX, Los Angeles, $1,200,000, and WQXR, New York Times, New York, $1,100,000.

WCAU, CBS outlet in Philadelphia, is a 50 KW clear channel station broadcasting on 1210 kc. Leon Levy, brother-in-law of William S. Paley, Chairman of the Columbia Broadcasting Station, is President, and along withhis brother Isaac Levy, principal owner of the station.

J. David Stern, President of the Philadelphia Record Company and the Courier Post company at Camden, said the $6,000,000 price includes the purchase price of $3,500,000 of securities and real estate.

Plans previously made by WCAU for a new building will be expanded into a combination newspaper, radio, FM and television plant with a 612 foot tower, on the block bounded by Broad, Spring Garden, 15th and Buttonwood Streets.

Mr. Stern said:

"As soon as building priorities permit, a combined newspaper, radio and television plant will be erected at a cost of more than three million dollars on the city block bounded by Broad, Spring Garden, 15th and Buttonwood Streets, now owned by WCAU.

"I am pleased to announce that the present executives and organization of WCAU will continue with the station. Dr. Leon Levy, President of WCAU, and Isaac D. Levy, Chairman of the Board, will become Directors in the Philadelphia Record Company."

X X X X X X X X

NEW WASHINGTON FM STATION OUTLINES SNOOTY ADVERTISING POLICY

Almost everything will be required of a prospective advertiser over the new Potomac Broadcasting Cooperative (FM) station in Washington, D. C., except that said advertiser carry a cane and wear spats and a silk hat. Likewise some of the things Herbert Woods, Cooperative President, says and proposes to do casts aspersions on many existing policies, and advertisers.

For instance: "We will avoid the things about radio stations that have annoyed us as listeners. We will have no advertising that involves cajoling, bamboozling, seduction, sentimentalism or exaggerated untruths. We will not allow untruthful or misleading advertising."

"It is possible but highly improbable that Potomac Cooperative will ever find sufficient advertising copy so simple in nature as not to violate one of its rules and at the same time glowing enough to capture listeners and, consequently, the businessman as a sponsor", comments Sonia Stein, Radio Editor of the Washington Post.

Money to establish the station is expected to come from shareholders in other types of cooperatives in the vicinity. The station will plan programs which it considers suitable and sell them to sponsors intact. The man who pays for the broadcast will not be allowed to dictate what the content of the program will be. This is a system of programming, with listener considered before sponsor, already in use by some commercial stations.

The Cooperative also is anxious to serve minority groups in the listener potential. If a reasonable number of the cooperators clamor for a specific type program, the station hopes to give it to them.

Finally, there is to be an information service on sources, quality and prices of "best buys" with no attention paid to whether the merchant advertises on the station or not.

X X X X X X X X

N.Y. WALKIE-TALKIE HOLD-UP GANG MAY RUN AFOUL OF FCC

In addition to other charges filed against them, the youthful gang of New York thieves who used a walkie-talkie radio set in carrying out their robberies, may also have to face a charge filed against them for operating a radio set without a license.

Allan Coulter, 20 years old, a Navy veteran who had served as a radio technician on the USS LEXINGTON, and alleged to be the head of the gang, was said to have constructed the walkie-talkie and instructed the others in its use.

The gang was accused of 75 burglaries and 42 safe robberies for a total of $10,000 since Christmas.

X X X X X X X X

HOUSE CONSIDERS LEGISLATION TO COMBAT "RADIO PROPAGANDA"

Aimed at Government officials who are charged with going on the air to influence legislation or to defend charges made against them by Congress - and thus try to go over the heads of Congress direct to the people, House Republicans are said to be contemplating a curb on what they call "radio propaganda by bureaucrats and commentators with a cause".

In addition to providing for regulation of what may be said over the radio, the proposed legislation would curb the powers of the Federal Communications Commission.

One Republican said the movement started after Chester Bowles, stabilization director, took to the air the night the House passed a battered price control bill and sharply criticized the action.

"There have been many other instances, also", he told a reporter, "where heads of Federal agencies have gone to the radio to lobby in behalf of legislation and to criticize the Congress.

"While these bureaucrats apparently have the authority to commandeer radio time anytime they want it, a member of Congress desiring to give his side of the case frequently has difficulty arranging for time."

X X X X X X X X X

GE HAS ORDERS FOR 150,000 PORTABLES, NEW STORAGE BATTERIES

That GE has orders on hand for 150,000 new self-charging radio sets, which operate for 20 hours on one cent's worth of electricity, was made known in New York last week. Power for the new portable is supplied by a two-volt leak-proof storage battery which operates the radio for twenty hours on a single charge. The battery can then be recharged rapidly by plugging it into ordinary AC house current, and is designed to play full volume while the battery is being charged.

In its design, the portable incorporates electronic and mechanical features which General Electric built into military and communications equipment for tanks, Paul L. Chamberlain, Manager of Sales for the GE Receiver Division, said. The portable is being made in two models. Model 250 is designed for standard broadcast reception, while model 260 has the standard and five short-wave bands. Both have die-cast aluminum construction throughout. The sets weigh about twenty pounds. Mr. Chamberlain stated the tooling cost of anew receiver exceeded $150,000.

Model 250 has an OPA approved price of $86.60, while model 260 has a price of $118.50. The portables, which are being made at the Bridgeport plant, are being allocated to dealers on an equitable basis, with the hope expressed that shipments on current orders will be completed by Dec. 1.

X X X X X X X

CAPT. HARRY C. BUTCHER WEDS

Capt. Harry C. Butcher, USNR, author of "My Three Years With Eisenhower", aide to General Eisenhower in Europe, and former Washington Vice-President of the Columbia Broadcasting System, was married to Miss Mary Margaret Ford, of New York City, daughter of Mrs. Thomas John Ford, in Bryn Mawr, Pa., Tuesday.

The ceremony was performed at the home of the bride's brother-in-law and sister, Arthur E. Pew, Vice-President of the Sun Oil Company, and Mrs. Pew, on the first anniversary of the German surrender at Reims, which Mrs. Butcher attended as a Red Cross worker. Mr. Butcher, a former captain, met his bride in Europe after the Battle of the Bulge. Miss Ford's only attendant was her sister and she was given in marriage by her brother-in-law. The bride is a graduate of Ursiline Convent, The Pines, Chatham, Ontario, and attended Brescia Hall, London, Ontario.

President Judge Edward Leroy Van Roden of the Delaware County Orphans Court performed the ceremony. Among the guests was Stephen T. Early, former secretary to President Roosevelt.

It was the bride's first marriage and the second for Mr. Butcher.

Captain and Mrs. Butcher will spend their honeymoon in a newly acquired trailer driving across the country to Santa Barbara, California, where tney will make their future home. Captain Butcher will open a new broadcasting station in Santa Barbara, a license for which was recently granted by the Federal Communications Commission.

X X X X X X X X

CONFERENCE TO ADOPT RADAR TO NAVIGATION IN LONDON

Commodore E. M. Webster of the Coast Guard is heading the U. S. delegation at the International Conference on the application of radar and other radio devices for surface navigation now being held in London.

It is regarded by participants from twenty-two countries as the first real opportunity to evaluate many radical navigational aids developed during the war, opened in London. Though this conference will not be called on to produce any formal international conventions, it is hoped that a foundation can be laid for the type of accords that the British and American delegates regard as essential before radar can be successfully used on a large scale to improve commercial navigation and safety standards.

X X X X X X X X

DON LEE CALLS FOR PRESS COPY CLEAN-UP

Quite an improvement has been noted in the press releases of the Don Lee Broadcasting System of Hollywood since Mark Finley, its public relations man, returned from the Army. Perhaps the following shot in the arm, which Mark issued recently to all departments, may be the reason:

"Clean up your copy. Eliminate the cliches. There are two books available to all departments and they should be consulted often. They are called:

"1. "Dictionary" - spelling of unfamiliar words
2. "Thesaurus" - synonyms and antonyms

"Do not use poetic similes when you can use short verbs and nouns. Keep your stories short as editors are busy people... and their space is limited. There is an overuse of redundant phrases such as "color and pageantry" and unconscious humor in the pun "Noted Operatic Star".

"For your own use, you may be able to add to this partial list of trite words and phrases:

Keen Analyst
Chatty, Down to Earth
Top Newscaster
Fast-moving
Distinguished News Analyst
Vital....Vital Issues of the Day
Pertinent
Gala Ceremonies
From Truck Driving to Piano Playing may seem a far cry
Mammoth hour and a half show.....
Postwar Tomorrow
Hectic Career
Amazing
Distinctive Style
Suspense-Packed
Thrill-Packed
Outstanding

X X X X X X X

ATTORNEY WELL KNOWN TO BROADCASTERS TO DEFEND TOJO

John W. Guider of Washington, who has acted as counsel for numerous broadcasting companies, has been designated as defense counsel for former Japanese Premier Tojo.

Mr. Guider was a senior partner of the firm of Hogan & Hartson, with offices in the Colorado Building, Washington, D.C. A native of Syracuse, N.Y., he was graduated from the Naval Academy in 1922 and from Georgetown University Law School in 1926. He married the former Mary Hogan, daughter of the late Frank Hogan, noted attorney. His appointment as senior counsel was announced by the Judge Advocate General, War Department.

Mr. Guider, who served as a captain in Navy supply during the war, saw service in the Solomons and the Southern Pacific areas in 1944. He will leave Washington by plane for Tokyo.

X X X X X X X X

RCA BY-PASSES SUNSPOTS ON NEW N.Y.-MOSCOW RADIO ROUTE

Establishment of a powerful automatic radio relay station in the International Zone at Tangier, by-passing one of the world's worst magnetic storm areas and providing a new high-speed communications route between New York and Moscow, was revealed by Thompson H. Mitchell, Executive Vice President of R.C.A. Communications, Inc., in New York City. He said that successful tests of the circuit have been completed and service will be initiated shortly.

By means of the Tangier relay station, Mr. Mitchell said, RCA engineers have taken a major step in solving the problem of providing uninterrupted service between the United States and the Soviet Union. He pointed out that the direct New York-to-Moscow route passes so close to the North Auroral Zone, or magnetic storm area, that shortwave radio signals fail to get through when sun spot-generated storms occur.

The new alternate path is 1,300 miles greater than the direct route, but this means an increase of only 1/143 of a second in travelling time for the radiotelegraph signal which has the speed of light, Mr. Mitchell said.

The magnetic storms resulting from the occurrence of sun spots can now be predicted in advance of the actual disturbances, and the circuit New York-to-Tangier-to-Moscow provides a route which circumvents the most highly disturbed region of the auroral zone through which signals over a direct route from New York to Moscow must pass.

X X X X X X X X X X

HOUSE SAVES STATE DEPT. SHORT-WAVE; NEW RADIO SETUP SOON

Democrats in the House last week defeated the efforts of the Republicans to cut $10,000,000 off the State Department appropriation which would have killed the plan to set up an international information service. They also voted down a proposal of Representative John M. Vorys (R), of Ohio, which would have banned international news broadcasts after September 1 without Congressional authorization. This amendment also would have prohibited spot news broadcasts which do not identify the source of the news.

In his plea to save the $10,000,000 State Department propaganda and international broadcasting item, Representative Louis C. Rabaut (D), of Michigan, said:

"Unless this Congress passes new legislation and new appropriations for short-wave broadcasting before September 1 of this year, the radio voice of America will be silenced.

"The gentleman from Ohio is trying to set a deadline for this Congress to act on a very delicate issue in our international relations.

"I know this issue is complicated because the Secretary of State came before our committee and discussed it. So did Assistant Secretary Benton. They both told us that the State Department and the Federal Communications Commission are working on new legislation to cover short-wave broadcasting. These agencies have been studying the problem for 6 months. They expect to have a message for Congress on this subject in the near future.

"The Secretary of State told our Committee that the State Department was given the job by the President. The State Department considers this a temporary arrangement until a thorough study can be made by the FCC and the Congress. The funds contained in this bill would only enable the State Department to carry on the broadcasting until the Congress can decide on a permanent plan for short-wave. * * *

"The net effect of the amendment of the gentleman from Ohio is to silence the radio voice of America after September 1 and to leave to other governments, some of them hostile governments, the interpretation of American policies on the radio.

"The gentleman may argue that private licensees in the United States can do this job. They admit themselves that they cannot finance an adequate broadcasting schedule to all major language areas of the world. Obviously no private licensee in the United States can operate the relay transmitters in foreign countries, without which most of the world cannot hear our broadcasts. * * *

To this Representative John Taber (R), of New York, replied:

"I think it is about time that this Committee of the House understands what this amendment does. I was sorry to note from the statement of the gentleman from Michigan that apparently he had not understood the amendment.

"This amendment would not prevent the operation of radio stations by the State Department, but it would prevent them from giving out news, the source of which was not identified, and it would prevent them from purchasing private short-wave stations which would otherwise be devoted to broadcasting international information or cultural programs, and prevent them from maintaining a monopoly of the whole short-wave broadcasting.

"There are seven short-wave stations at the present time operating out of this country. The Government has them all. This amendment would prevent only the use of those when private programs are available. There is no such thing as its preventing the operation by the Government of broadcasting stations."

X X X X X X X X X

Lady Nancy Astor, former Nancy Langhorne of Virginia, when visiting Richmond recently, was quoted as saying:

"Though the British Broadcasting System is dull, it is at least decent and we don't sell everything. If I were the women of America, I'd do something about the broadcasts."

X X X X X X X X X X

SCISSORS AND PASTE

Employers Petrillo Holds Up Are No Match For Him
("Washington Post")

As we have said before, Mr. Petrillo is not an isolated example of a labor leader who believes his highest duty to his union is to create jobs for its members. He is, however, unexcelled in the effrontery with which he proclaims his belief in the doctrine, regardless of the damage done by his obstructive tactics. Once again he makes it clear that any invention, however beneficent, that tnreatens to deprive a single one of his musicians of a job will be suppressed if he can compass its destruction. "As television grows", he says, "the musician is going to grow with it, or we are not going to assist its development."

Flushed with victory as he is after negotiating a highly advantageous contract with motion picture producers, it is not to be expected that Mr. Petrillo will be abashed by public criticism or intimidated by the restrictive and highly punitive legislation enacted by Congress to curb his activities. For the truth is that he is following a policy that pays if the policy-maker can get away with it. The union leader who succeeds in making jobs for his followers gains their allegiance; the only way to overcome him is to fight his proposals. The employers whom he has held up repeatedly, with rare success, are no match for him.

The particularistic law aimed at Mr. Petrillo, as we said at the time, is a bad one, and is, moreover, open to attack on constitutional grounds. Until public opinion is roused to resist antisocial labor union practices wherever found and express its determination to extirpate them legally and forcibly if necessary, we might as well resign ourselves to the dictatorial rule of labor leaders of Mr. Petrillo's kind.

- - - - - - - - - - - -

Emily Post on Radio
("Life", May 6)

Mrs. Emily Post has ten radios in her apartment, including a red enameled one in the bathroom and a mirrored one on her dining-room table. She used to have a successful program of her own but has given it up because she refuses to be sponsored by anything pertaining to the boudoir or bathroom. Mrs. Post has radio in her blood, however. "After eight years of it I would rather broadcast than eat", she says wistfully.

In addition to listening to the radio, she follows newspaper columnists assiduously. She once wrote Westbrook Pegler, "Dear Mr. Pegler: I just love you", and received the reply, "Dear Mrs. Post: I love you, too", but has not carried the thing any further.

- - - - - - - - - - -

Farewell to Hutch

(An editorial which appeared in "Relay", R.C.A. Communications Magazine, following the death of Raymond D. Hutchens, its editor.)

This is "Hutch's" last issue of Relay

Here in the pages of our family magazine which he made so interesting for all of us, are the traits of his personality, the handiwork of his spirit and his mind. * * *

"Hutch" had a feeling for people. He established Relay, not as the conventional type house organ of a large corporation but as a medium of human interest to human beings. * * *

The scope of his articles ranged from an expert's technical explanation of the intricacies of the 7-unit printer to an avid and bubbling discourse on how to open oysters by radio, an article titled, "Ever Tune in on a Clam?" which was widely quoted by some of the nation's top humorists.

This issue of Relay was made up by Hutch. This is the way he wanted it to look. No changes have been made other than to attempt some expression of sadness with the same simplicity and dignity which he would have used.

- - - - - - - - - - -

Color TV Is 5 Years Off, Survey Indicates

A survey on the prospects for color television has been taken by "Television" magazine, published by the Frederick Kugel Company. Results of the poll are released in the April, 1946 issue.

Mr. Kugel states that he went to consulting engineers for opinions because the group was "qualified to pass judgment" on the question.

Thirty-five questionnaires were distributed, he asserts, with 29 replies being received. Twelve of the respondents estimated that color television was five years away; seven thought color was still six to 10 years in the offing. Other individual opinions ranged from one year upwards; some were non-committal.

The following opinions were expressed: 10 Years - H. V. Anderson, Paul F. Godley, Garo Ray; 7 Years: Benson D. Gille; 6 Years: F. Dillard; 5 Years: Victor J. Andrew, John H. Barron, William E. Benns, J. A. Chambers, John Creutz, A. James Ebel, Alfred N. Goldsmith, John J. Keel, Andrew D. Ring, Harold C. Singleton, Ernest J. Vogt, V. Watson; 2 Years: George C. Davis, Henry B. Riblett; 1 Year - Frank H. McIntosh.

- - - - - - - - - - -

Minnesota Local Whiz Bang Pulls Down $54,000 A Year

("Time")

Just for the asking, Cedric Malcolm Adams can get almost anything in Minnesota. As the Northwest's favorite radio and press gossip, he has found homes for 50,000 minnows, 76,000 other animal, vegetable and mineral objects including baby alligators. Once he asked his fans to help a widow who had lost her $37 income-tax payment. More than 57,000 responded, each mailing a penny to Cedric.

On radio station WCCO, he is more popular than Bob Hope and Kate Smith; 65% of the men and 73% of the women who read the Minneapolis Star-Journal never miss his column, "In this Corner."

His commercial neighborliness earns him $54,000 a year.

X X X X X X X X X X

TRADE NOTES

Even former Chief Justice Charles Evans Hughes has felt the shortage of radio service men. An Associated Press photo this week shows him with his portable radio in a Washington radio shop where he had taken the set to get it repaired.

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, of Chicago, was in Washington Tuesday, May 7th, to attend the funeral of former Representative Fred A. Britten of Illinois. Mr. Britten, 74, served in Congress from 1913-35 and was long Chairman of the House Naval Affairs Committee.

New members of the Overseas Writers of Washington are Elmer Davis and David Wills, both of the American Broadcasting Company.

The appointment of George Taylor as Sales Promotion Director for WTOP-CBS, Washington, was announced last week by Carl J. Burkland, General Manager.

Mr. Taylor, who hails from Iowa, steps into commercial radio after six years with the Armstrong Cork Co., as Assistant Advertising Manager for the Linoleum Division. While with Armstrong, he managed promotion for the firm's radio programs.

In a letter which Senator Alexander Wiley (R), of Wisconsin, wrote to Lieut. Gen. E. B. Gregory, head of the War Assets Administration, he stated that he understood that the Government had $2,500,000,000 of surplus electronic and communications equipment, of which only one hundred and thirty million have been reported as surplus to date.

Nothing has been heard recently about a radio show "At Home with Elliott and Fay Roosevelt" in which the son of the former President and his wife were to participate.

The original announcement was that it was to be a series of 130 - 15 minute transcribed broadcasts, the first to be made at Hyde Park. The idea was that on each broadcast Elliott and his wife would have a noted visitor. The first was to be Hildegarde and others were to include General Doolittle. The conclusion of the series was to have been made in South America where it was said the Roosevelts intended visiting.

Plans for the United Nations General Assembly Auditorium in the New York City Building at the old World's Fair site call for the seating of 700 radio and press correspondents.

Julius Haber, Director of Publicity for RCA Victor has been made Advertising and Sales Promotion Manager of the Tube Department of RCA Victor.

A new "Skyline" aircraft radio transmitter is announced by the Commercial Department of Maguire Industries, Inc., of Bridgeport, Conn., as the second of a line of aircraft communication equipment which will be marketed as the Maguire Skyline. The "Skyline" is primarily designed to meet low-cost, light weight, standard-service requirements of the private flyer, but is equally adaptable for stand-by service in larger commercial aircraft.

The Chevrolet Motor Division of the General Motors Corporation will sponsor a series of commercial television broadcasts in cooperation with the American Broadcasting Company - the first automobile company to employ live television on a network basis, and the largest single industrial organization ever to enter the television field.

Four consecutive weekly programs employing live talent and film will be presented as a Tuesday evening feature from the DuMont studios of Station WABD in New York City. The shows will be standard length ABC commercial productions.

Howard S. Frazier and Paul F. Peter have formed the firm of Frazier and Peter, Radio Management Consultants with temporary offices at 1730 Eye Street, N.W., in Washington.

Mr. Frazier has served in all phases of broadcast station operation, ranging from control room operator to President and General Manager of stations in all classifications in large and small market areas.

Mr. Peter was formerly Director of Research for the National Association of Broadcasters, the Joint Committee on Radio Research, the Radio Corporation of America and the National Broadcasting Company.

Powel Crosley promises the first 1947 Crosley miniature car this week. It will come from the Crosley plant at Marion, Indiana, and will be a two-door, four passenger sedan.

The new car weighs less than 1,150 pounds, measures 145 inches from engine to rear bumper, gets a maximum speed of sixty miles an hour from its twenty-six and one-half horsepower motor and travels fifty miles on a gallon of ordinary gasoline, Mr. Crosley said.

Stockholders of the Raytheon Mfg. Company will meet Friday, May 24th, to consider a proposed merger into the Submarine Signal Company through an exchange of 394,295 shares of $5 par Raytheon common stock for 71,690 shares of $25 par Submarine capital stock. The exchange will be at the rate of 5½ Raytheon common for each share of Submarine stock. The 99,930 shares of $50 par $2.40 dividend preferred stock of Raytheon will remain unchanged, but whereas each share is now convertible into 2-1/3 common shares the conversion rate may be modified under certain conditions and the voting provisions altered. The 1,053,158 shares of 50 cents par value common stock of Raytheon will become 1,053,158 shares of $5 par common stock.

X X X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING CO., Inc.
LEGAL DEPARTMENT
RECEIVED
MAY 23 1946
A.M. 7 8 9 10 11 12 P.M.

INDEX TO ISSUE OF MAY 22, 1946.

Here's Your "Chicago Tribune" Hot Off The Radionic Press.....1

Sen. Capehart Tells Sen. Pepper About Labor Unions.....3

Gene Thomas, WOR, First Radioman To Head N.Y. Ad Club.....4
WOL Presents Recordings To Trumans.....4

Stratovision Flight Tests Reported Fulfill Promises To FCC.....5
Elliott And Faye Try Out As Man-And-Wife Radio Team.....5

Congress Firing Alleged FCC Reds Presents Prize Tangle.....6

Stalling On Cleveland Baseball Broadcasts Irks Shut-Ins.....7

Radio Sets To Cost Four To Five Percent More.....8
28,000,000 Soon, TV Assn. Figures.....8

Ralph Atlass, WIND, Chi., Defies Union By Hiring New Crew.....9

G.E. To Deliver TV Receivers In August At About $300.....10
ABC Purchases The Vanderbilt Theatre.....10
KHON, Honolulu, Joins Mutual Don Lee Net.....10

TV Experts Working With Navy On Supersonic Guided Missiles.....11
G.E. Names New Stations Managers.....11
Anti-Saloon League Again Whacks Radio Liquor Ads.....11

Philco Increases Common Stock To 3,370,057 Shares.....12
Great Britain Favors Cable-Wireless Bill.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1727

May 22, 1946

HERE'S YOUR "CHICAGO TRIBUNE" HOT OFF THE RADIONIC PRESS

Hardly less interesting than the FM outlet of WGN, Chicago, flashing a 4-page miniature Chicago Tribune to the suburban home of its publisher, Col. Robert R. McCormick, was the down-to-earth comment on the part of Colonel McCormick who, being both a publisher and a broadcaster, seemed to be inclined to let the accomplishment speak for itself. Ordinarily such a history-making event would have been the occasion for some powerful speeches, the presence of the Governor, the Mayor, and possibly a Senator and a Congressman or two. Or at least, there would have been some earth-shaking prognostications as to what FM facsimile newspaper delivery (that's what Tam Craven calls it, a new way to deliver newspapers) might or might not do to the publishing business.

Instead, sidestepping any unnecessary fanfare, Colonel McCormick, who was once quoted as saying to his editors, "Remember when you stick the Tribune's neck out on anything you write that it is my neck you are sticking out", evidently preferred to expose his precious neck as little as possible. As he received the first edition of the baby "Trib" off the "radionic press" at Contigny Farms, 29 miles from the Tribune Tower, he said simply that he had set up the facsimile machine in his home because he didn't intend to be caught napping by any inventions.

"I do not know what facsimile is anymore than I knew what radio was 20 years ago", continued Colonel McCormick, "but we are going to find out all about it. There is no doubt that radio is constantly developing. FM, television, facsimile are all new. We can't resist these advances. We've got to go with them.

"Facsimile may prove too costly. The recorders cost more than $400 now and the paper used for the printing is expensive. We don't know who will use it. Perhaps freight ships, with their small crews, would find it useful. The men could pass the copy around. It may be that it would be of service in fishing camps. Farmers at a distance from the city might be interested in a facsimile edition."

According to Larry Wolters, Radio Editor of the Chicago Tribune, the transmission of the first facsimile edition with pages four columns wide and 7-1/8 inches long required 28 minutes. New techniques and equipment soon to be available to The Tribune will triple the transmission speed. The Tribune's editorial staff is producing the facsimile edition, with the aid of the mechanical departments of the newspaper.

Farmers and other rural area residents sometimes complain because newspapers reach them late - after they have heard the latest news on sound radio. Facsimile editions transmitted at the breakfast hour would carry last minute news.

The Tribune will continue its broadcasting of facsimile editions, probably for the present on Tuesday, Thursday, and Saturday mornings. A facsimile recorder is to be installed at the Tribune's public service office, 1 South Dearborn Street, where spectators may see it in operation.

Because of the requirements of the facsimile scanner (sender) and recorder (receiver) the columns of news matter in the facsimile edition are 1-12 of an inch narrower than The Tribune's columns, which run two inches. News for the facsimile edition must be specially set on the linotypes for it. Photographs are converted into half-tones. The type is set in the composing room and the pages are made up there. Then a proof is made of each page on enamel (glossy) paper.

These pages of news copy are placed one after another on a revolving drum associated with the scanner at the WGNB transmitter in Tribune tower. An electric eye scans each minute detail of copy and translates each gradation of black into an electrical impulse, which in turn is converted into a sound signal and is put out through the air by WGNB.

The radio signals are picked up through an FM receiver and relayed to the facsimile recorder. A roll of damp white paper, which has been chemically treated to make it electro-sensitive, feeds through this recorder. The recorder (or printer) passes an electrical impulse through the sensitized paper at every point where any gradation of black appears in the original copy. The action of the electrical impulse on the paper (it's somewhat similar to electro-plating) turns it black and thus a "reasonable facsimile", if not an exact reproduction, is obtained. In quality, the copy printed by facsimile somewhat resembles the product of photo-offset processes.

The facsimile recorder is about the size of a typewriter. It may be manufactured for mounting in its own cabinet to be attached to an FM set already in the home, or it may be built into a radio console by the manufacturer.

The facsimile pages emerge from a slot in the top of the set at the rate of an inch in a minute.

New machines on order, tripling the speed, will permit a larger page of 9½ by 12 inches. Thus transmission of 28 square inches of printed matter a minute will become possible.

Besides news and photographs, such matters as maps, graphs, comic strips, and crossword puzzles can be sent through the air.

Although there was no mention as to what make of apparatus the Chicago Tribune used, there was an announcement sometime ago that 20 publishers and broadcasters had played an important part in backing to the amount of $250,000 the development of the facsimile broadcasting process of John V. L. Hogan. Among the contributors listed were WGN, Chicago Tribune, WINX, Washington

Post; WOL, Cowles Publishing Company, Washington, D. C., WBH, New Bedford (Mass.) Standard Times and others.

X X X X X X X X X X

SEN. CAPEHART TELLS SEN. PEPPER ABOUT LABOR UNIONS

During a discussion of the labor situation in the Senate the following exchange took place between Senator Capehart (R), of Indiana, former radio manufacturer, and Senator Pepper (D), of Florida:

Mr. CAPEHART. I would be unable to hire the Senator from Florida, if he should come to one of my factories and seek employment, if he refused to join the union. The manufacturer does not have the right to hire whomsoever he wishes if the applicant does not belong to a union.

Mr. PEPPER. If the Senator employs a group of workers who belong to a union, and John Smith comes to him and says, "I want a job in your plant", does the Senator violate any statute by hiring that man?

Mr. CAPEHART. I would be unable to hire him unlesshe first joined a union.

MR. PEPPER. Who says so?

Mr. CAPEHART. The contract. I could not hire him, by virtue of the contract.

Mr. PEPPER. Yes; by virtue of the contract. But the contract is not a law. The Senator contracted with his workers to the effect that he would not employ nonunion labor.

Mr. CAPEHART. Yes; but I was forced to enter into such a contract, because if I had refused to do so the union would have struck and refused to work.

Mr. PEPPER. The Senator contracted with the workers because if he had not done so they would not have worked for him, and he wanted their services. However, that is not John Smith's fault. The law did not compel the Senator to sign a contract with his workers, did it?

Mr. CAPEHART. In my personal case, no; because I never had any strikes. I am talking about a principle.

Mr. PEPPER. Oh, yes.

Mr. CAPEHART. The principle is that I would be unable to hire the Senator from Florida if he should come to my plant and seek employment unless he joined the union. The Senator has said that I was not compelled to enter into a contract with the union. Of

course, in my particular instance, I voluntarily entered into such a contract. But in many cases, as the Senator knows just as well as I do, unless the employer does enter into a contract and adopt the closed-shop principle, he will be unable to operate. Now, let us be realists.

X X X X X X X X X X

GENE THOMAS, WOR, FIRST RADIOMAN TO HEAD N.Y. AD CLUB

Looking around for somebody to heop him put the famous old Atwater Kent broadcasts on the map (the most successful musical programs of their time and equal to the best today), Tom Shipp, Washington publicist and himself no slouch at beating the bass drum, found two pretty good boys. One was Bill Hassett, later White House secretary and the only one on the job when President Roosevelt died. The other was Eugene S. Thomas, who last week appeared blinking, blushing and modestly triumphant as (so N.Y. dispatches say) the first radio man to be elected to the presidency of the Advertising Club of New York. For years Sales Manager of WOR, Mr. Thomas reached the top of the golden stairs as Sales Manager of the Bamberger Broadcasting System.

Whether Gene was actually born in Washington, nobody seems to know, as apparently no one can remember back that far (his latest picture looks like Major Bowes) but records at the Oldest Inhabitants Association show that in 1921 he was working as a reporter on the Washington Herald and in rapid succession thereafter the Daily News and the Star. Said records also say that he was "educated" at George Washington University (though we'd say the National Press Club could have had something to do with it).

Also a credit line might be given to the Harvard Business School from which he graduated in 1934. Then he joined the H. W. Kaslor Advertising Company in Chicago as Manager of the Radio Department. Shortly thereafter he went to WOR which led to his being appointed Sales Promotion Manager. The fact that WOR sales have tripled since Gene Thomas took over, however, are simply coincidental - at least he would be apt to say so if you asked him about it.

X X X X X X X X

WOL PRESENTS RECORDINGS TO TRUMANS

"The Voice of Washington", General Electric-sponsored newscast heard over WOL-Washington at 11:00 P.M. nightly, devotes portion of newscast to birthday salutes and profile of outstanding Washingtonians.

With President Truman being saluted on his 62nd birthday, WOL recorded five minute salute and profile and Walbert Warner, WOL news head, presented both President Truman and daughter, Margaret, with the recordings made by Frank BLAIR, WOL staffman.

X X X X X X X X X X X

STRATOVISION FLIGHT TESTS REPORTED FULFILL PROMISES TO FCC

Progress of tests of the new system of airborne television and FM radio transmission under development by Westinghouse and the Glenn L. Martin Company was reported as highly satisfactory by Westinghouse, Vice-President Walter Evans, discussing the technique of the development at a meeting of the Radio Executive's Club in New York today (Wed. 22)

"Results have been most encouraging and we have transmitted a usable signal over a distance of 240 air-line miles from an altitude of 25,000 feet using only 250 watts of power. These results agree almost exactly with estimates made when the system was announced last August.

"We are certain that Stratovision holds the answer to transmission problems which have delayed television and FM expansion by limiting their services to big-city audiences only", Mr. Evans continued. "There is every reason to believe that the system will break these fetters and that the day is not far distant when economically practical television and FM radio services - for farm and city homes alike - will be available all over the land.

"Tests now have progressed to a point where additional reports on coverage are needed. To this end we plan to borrow a page from the earliest days of broadcasting and invite FM receiver owners to listen and report reception. Test broadcasts will be on a frequency of 107.5 megacycles and we will be ready within the next several weeks to announce a regular schedule of flight times and courses for these public-participation checks."

Transmission characteristics of both television and FM have been studied during flight tests, Mr. Evans said. Television work has centered around the problem of "ghosting", the annoying out-of-register viewing which occurs when a receiver picks up a signal by two different wave paths - one in direct line from the transmitting antenna, the other by reflection from some intervening object. FM data have been obtained on transmission in the new band above 100 megacycles by a constant recording of field strength of a carrier wave, both modulated - that is with voice or music superimposed - and unmodulated.

X X X X X X X X X X

ELLIOTT AND FAYE TRY OUT AS MAN-AND-WIFE RADIO TEAM

Evidently Elliott Roosevelt has determined to stage a comeback via radio. Following the debut tonight (May 22) with his motion picture actress wife Faye on Hildegarde's "Penguin Room" program, Elliott and Faye have been booked to participate on "Information Please" next Monday, May 27th (NBC 9:30 P.M. EDT)

X X X X X X X X X X

CONGRESS FIRING ALLEGED FCC REDS PRESENTS PRIZE TANGLE

Offering the argument in the U. S. Supreme Court in the case of Goodwin B. Watson of the Foreign Broadcast Section of the Federal Communications Commission and William E. Dodd, Jr., another FCC employee and Robert Morss Lovett, Executive Assistant to the Governor of the Virgin Islands, as evidence of the confusion caused by the decision of the U. S. Court of Claims, now under consideration by the highest court, Representative John H. Kerr (R), of North Carolina, had a brief synopsis of the various contentions reprinted in the Congressional Record (May 14-A2809) as reported by the United States Law Week of May 7th.

Messrs. Watson, Dodd and Lovett ousted by Congress for alleged subversive activities though strongly defended by former President Roosevelt, former Secretary of Interior Ickes and ex-FCC Chairman Fly, continued to work at their posts and when finally separated from the positions filed claims for back pay.

The U. S. Court of Claims unanimously awarded judgment to the plaintiffs but, according to the Law Week report "the court was by no means unanimous as to the ground on which the recovery should be allowed. Chief Justice Whaley delivered the 'Opinion of the court' in which Judge Littleton concurred. This opinion did not reach any constitutional question. It held that section 304 had not terminated the plaintiffs' employment but had merely prohibited the disbursing agencies from paying their salaries. The opinion went on to rule that the prohibition did not apply to the payment of judgments of the Court of Claims and that, since the rider had not destroyed the obligation to pay for services rendered after November 15th, the plaintiffs were entitled to judgment. Three other judges of the Court of Claims, however, deemed the rider unconstitutional, Judges Whitaker and Madden also believed that it violated the Fifth amendment. Judge Jones wrote that 'Section 304, in making a permanent ban on the rights and privileges of the (plaintiffs), exceeds the authority delegated to the Congress by the Constitution.'

"Another unusual factor in the case is that, although the plaintiffs and the Solicitor General urge affirmance, they both seek such affirmance on grounds other than that relied on in the opinion of the court below; that is, they both seek to have the rider declared unconstitutional. It therefore appears that all parties before the Supreme Court are in agreement that Chief Justice Whaley and Judge Littleton were in error."

X X X X X X X X

Senator Burton K. Wheeler (D) of Montana, radio leader in the Senate, heads the list of the 10 Senators and 23 House members who will be opposed for reelection this year by the Political Action Committee of the CIO. Senator Wheeler's primaries will be held in July.

X X X X X X X X X

STALLING ON CLEVELAND BASEBALL BROADCASTS IRKS SHUT-INS

The heat is being put on the Cleveland baseball club and the city's four radio stations to get at the bottom of why hospitals and shut-ins and others are being deprived of baseball broadcasts in Cleveland this season. The man at the steam gauge is Stanley Anderson, editor of the Cleveland Press.

Ed Paulen, Manager of WJW made this statement:

"Two years ago we offered the ball club $27,500 for rights to play-by-play broadcasts. However Mr. Bradley (Club President) attempted to dictate the choice of the sportscaster for these broadcasts, a choice which has been and always will remain a prerogative of the station."

WGAR has offered to carry the games. After clearing financial obligations the club, despite changing starting hours, etc., insisted on a station guarantee to carry 100 games. The best WGAR could do was 75, about half the schedule, after eliminating night games and double headers because of previous commitments.

WHK, in which the ball club is known to have financial interests through interlocking directorates, finds itself tied down with network commitments and time headaches.

WTAM, which first carried the ball call broadcasts, found its contract canceled for WCLE, located with WHK in the Terminal Tower. WCLE was given a three-year and then five-year contract, ending its broadcasts only when it was forced to separate from WHK because of FCC rulings.

When asked about the situation, Mr. Anderson of the Press said:

"WGAR is negotiating behind scenes for possible community fund and Cleveland Sesqui-Centennial tieup for what games can be salvaged from remainder of season. This has been under way for three weeks but no one seems to be getting anywhere. WGAR is reported to be asking for option on next season's games in deal so station can figure programming ahead of time. Some hope for next season lies in possibility new AM station may be established here in next few months without net affiliation. Also rumor club may be sold to group of men more disposed to advertising advantages of broadcast."

X X X X X X X X

Stacy May, formerly Assistant to the President and Economist of the McGray-Hill Publishing Company, has been appointed Director of Economics and Research of the RCA International Division.

X X X X X X X X X

RADIO SETS TO COST FOUR TO FIVE PERCENT MORE

Radio receiving sets shipped by manufacturers after May 16th will cost consumers four to five per cent more, on the average, than they are paying today for the same items, the Office of Price Administration said last week. Any sets now in stock at retail stores or in the process of shipment remain subject to the former maximum prices.

The additional four or five cents on the dollar that consumers will pay for the new sets goes almost wholly to manufacturers, to cover wage and materials costs increases sustained since reconversion prices were set last Fall, OPA said. Distributors and dealers will neither gain nor lose, dollar-wise, on the new prices, which, on the average, are the old prices plus the dollar-and-cent amounts of the manufacturer's increases.

In order to effect this pricing pattern, the percentage margins formerly set up in the radio regulation have been somewhat lowered, since the old dollar profits will now be measured against new and slightly larger cost bases. An exception is made, however, in the case of sets retailing under $21. On these the dealer will take his former percentage mark-up on the new cost, and thus enjoy a slightly larger dollar margin on sales. This provision should encourage dealers to handle more of the relatively inexpensive sets, OPA said, and so benefit consumers looking for sets in this price line.

The increase amounts to eight percent at the manufacturing level. It is sufficient to return to producers all that is now allowable under the wage-price program, OPA said. As before, manufacturers will calculate wholesale and retail prices, and preticket all units.

Maximum prices of auto radios are not affected at any level of sale by today's action.

X X X X X X X

28,000,000 SOON TV ASSN. FIGURES

The Federal Communications Commission has granted construction permits to nine applicants in cities where television service is not now available.

As a result of the FCC's action, according to a survey just completed by the Television Broadcasters' Association, an additional 5,046,974 persons living within radiating distances of the proposed new stations, will be receiving television service as soon as these new stations can be erected. This figure, added to the 23,332,277 persons living in cities where television stations are now operating or will soon be on the air, brings the potential television audience to 28,379,251, according to the survey.

X X X X X X X X

RALPH ATLASS, WIND, CHI., DEFIES UNION BY HIRING NEW CREW

Ralph Atlass, President of WIND, Chicago, quickly brought to a showdown a jurisdictional dispute between members of International Brotherhood of Electrical Workers by firing two operators and continuing station operation with an entirely new crew. It was widely reported that this was being done as the first test of the Lea Bill but that was denied by officials of WIND, who said they had not considered the new legislation in connection with the Chicago walkout.

It was said there today (Wednesday) that WIND is now operating on a full 24-hour schedule. Also that since the station is using all new operators that it raises the question as to whether WIND can now negotiate with the union since they no longer represent the station's employees.

Also it was said that the walkout was called without a strike vote contrary to IBEW regulations. Union members working on other stations were reported to be unhappy over any assessment by the union of ten dollars per week for a strike fund.

WIND has employed six non-union, ex-soldier engineers to maintain operation of the station following the walkout of the regular staff of IBEW members. The outlet's technicians struck at 6 A.M. on Monday. The station was off the air for three hours until the arrival of the station's executive personnel, which handled the controls until the ex-Army men could be engaged.

WIND's technicians walked out Monday in a demand for the hiring of a stand-by engineer during the period when WIND was using the studio of WBBM (CBS outlet in charge of H. Leslie Atlass, CBS Western Vice-President, and a brother of Ralph) to put on the air two of its Sunday sustaining programs, one the broadcast of an A. Capella Choir scheduled from Orchestra Hall, the other being WIND's regular "Northwestern Playshop". This arrangement resulted from dimout restrictions, which made it necessary to originate the shows from the broadcast studio. Under the arrangement with WBBM, that station's engineer was provided to pipe the shows to the WIND studio, where a WIND engineer would send them on to the WIND transmitter in Gary, Ind.

The Union, Local 1220 of the IBEW-AFL, demanded that WIND provide a standby engineer at WBBM, contending that the station must use its own engineer for programs piped in from other points.

Ralph Atlass, President of WIND, refused the demand, pointing out that this would require a doubled engineering staff on certain programs with half of them merely standing by doing nothing. He also emphasized that the station's current contract with the Union contains a no-strike clause, also that it permits the station to accept remote programs without using its own engineer.

X X X X X X X X

GE TO DELIVER TV RECEIVERS IN AUGUST AT ABOUT $300

The General Electric Company's plans for production of black-and-white television receivers and television transmitting equipment were announced last week. They expect to make the first television receivers available to the public in August or September in areas where stations are now operating or will soon be on the air. This model will use the ten-inch direct-view picture tube. It will also incorporate the standard broadcast band. The price is expected to be around $300.00.

Other sets for black-and white picture reception will follow shortly thereafter and will be of the projection as well as direct-view types. All these television sets will be made at the Bridgeport, Conn., plant.

General Electric television transmitters and related studio equipment are now being manufactured in the G.E. factor at Syracuse, N.Y. Present plans call for delivery of this equipment to broadcast customers early in 1947.

X X X X X X X X X

ABC PURCHASES THE VANDERBILT THEATRE

The American Broadcasting Company, Inc., has exercised its option to purchase the Vanderbilt Theatre at 148 West 48th Street in New York City, which it has leased since August, 1944.

The Vanderbilt Theatre seats 568 persons and is said to be the only radio theatre which has incorporated that standby of the legitimate theatre - the prompter's box into radio. In place of the prompter's box, ABC has installed in the front of the stage an electronic director's booth connected to the control room.

With the acquisition of the Vanderbilt, ABC now has all the theatre facilities it needs, for the network also uses the Ritz Theatre and the ABC 58th Street Studio, formerly the original John Golden Theatre, both of which are leased on a three-year basis.

X X X X X X X X

KHON, HONOLULU, JOINS MUTUAL DON LEE NET

Station KHON, Honolulu, Hawaii, joins the Mutual Don Lee Network July Fourth to become station No. 41 of the regional web and No. 302 of the coast-to-coast Mutual skein, it has been announced by Lewis Allen Weiss, Vice-President and General Manager of Don Lee and Vice-Chairman of Mutual. Owned and operated by the Aloha Broadcasting Company, Ltd., the station, now under construction at Kalia, Waikiki in Honolulu, will have a power of 250 watts, 1400 kilocycles.

X X X X X X X X

TV EXPERTS WORKING WITH NAVY ON SUPERSONIC GUIDED MISSILES

The Farnsworth Television & Radio Corporation revealed that it is taking part in Navy development of guided missiles to operate at supersonic speeds.

Models of such missiles have achieved a speed of more than 1,100 feet per second for short periods during free flight tests, the company said. The missiles are to be remotely controlled by electronics.

Present activity is concerned with the obtaining of data necessary to meet special problems in the relatively unexplored field beyond the speed of sound. It was pointed out that little is presently known about the aerodynamics, thermodynamics, reliability of materials or the desirable configuration of vehicles for satisfactory performance at speeds above 800 miles an hour.

X X X X X X X X

G.E. NAMES NEW STATIONS MANAGERS

G. Emerson Markham, for many years identified with radio broadcasting activities in the General Electric Company, has been appointed Stations Manager, it has been announced by R. S. Peare, G-E Vice-President in charge of Advertising, Broadcasting, and general publicity.

Mr. Markham will coordinate and supervise the non-technical functions of pioneer broadcasting station WGY, frequency-modulation station WGFM, and television station WRGB, all in Schenectady. Until now Mr. Markham has managed WRGB and WGFM, and has been in charge of science and agricultural broadcasting on WGY.

The appointment of Raymond W. Welpott, Jr. as Assistant to the Stations Manager, was also announced by Mr. Peare. Mr. Welpotthas been in the General Accounting Department, in charge of broadcasting accounts.

X X X X X X X X X X

ANTI-SALOON LEAGUE AGAIN WHACKS RADIO LIQUOR ADS

Two of the resolutions passed at the recent annual convention of the Anti-Saloon League of America in Washington, and printed in the Congressional Record this week at the request of Senator Capper (R), of Kansas, were:

"We protest against proliquor propaganda in many moving pictures and the advertising of intoxicants in radio programs."

"We endorse the efforts of the Reverend Sam Morris, of San Antonio, Tex., our Anti-Saloon League field and radio speaker, in behalf of fair allocation of time on radio stations for temperance broadcasts."

X X X X X X X X

PHILCO INCREASES COMMON STOCK TO 3,370,057 SHARES

Philco stockholders at their annual meeting last week adopted an amendment to the Corporation's charter increasing the authorized capital stock of the Corporation from 2,000,000 shares of common stock to a total of 3,370,057 shares, to consist of 250,000 shares of $100 par value preferred stock, 2,500,000 shares of $3 par value common stock and 620,057 shares of $3 par value "B" stock. The "B" stock will represent the same number of shares of common stock which are now issued and owned by the Corporation, and will eventually be cancelled.

The management announced that it is planned to raise approximately $10,000,000 of additional capital this year, but final plans have not yet been made for the sale of any of the preferred or common stock authorized.

The Philco Board of Directors Monday declared a dividend of twenty cents per share of common stock payable June 12, to stockholders of record June 1, 1946.

With production of civilian goods hampered by parts shortages and strikes in suppliers' plants, sales of Philco Corporation in the first three months of 1946 totaled $14,218,351, as compared with $38,046,306 in the first quarter last year when the Company was fully engaged in war work.

Under the conditions that have prevailed so far this year, normal manufacturing volume and efficiency could not be attained, and in the first quarter of 1946 Philco Corporation sustained an operating loss of $2,569,471, subject to tax credits under the carryback provisions of the tax law estimated at $2,500,000, which reduced the net loss for the quarter to $69,471, John Ballantyne, President of the Company said.

In the first three months of 1945, net income amounted to $846,109 or 62 cents per share of common stock.

X X X X X X X X

GREAT BRITAIN FAVORS CABLE-WIRELESS BILL

The House of Commons in London Tuesday passed, on second reading, the Government's bill to nationalize Cable and Wireless, Ltd., a world-wide chain. A second reading in the Commons is tantamount to passage.

Although Conservatives criticized the bill presented by the Chancellor of the Exchequer, Hugh Dalton, they did not press their opposition to a vote nor attack the legislation with the vigor that had characterized their policy on the Government's other nationalization measures. The Dominions have been insistent on a change of the communications system, to which they are bound, from private to public ownership, and the Conservatives did not want to appear in opposition to them. Moreover, many Conservatives, particularly some members of the former Coalition Government, have favored the step.

X X X X X X X X

SCISSORS AND PASTE

Who Gets The Gravy On $150 Surplus Radio Sets For $45?
(Phelps Adams in "New York Sun")

Five separate congressional investigating committees were rooting into what many of their members believe will prove the most malodorous and shocking scandal in modern American history: A scandal involving the ultimate disposition of $100,000,000,000 worth of the Government's surplus property by the War Assets Administration.* * *

There is the matter of 10,000 handy two-way radio sets. These short-wave transmitting and receiving sets were built for lend-lease account to be used on British and Russian tanks. They cost the Federal Government $1,140 apiece. An official in charge of sales for the eastern division of WAA had arranged for their sale to a New York department store at $150 each. The department store had received a sample and was clearing floor space in its store for them, when another WAA official - not in the sales department - turned the sets over to a manufacturer-agent who in turn sold them to a competing New York department store where they were sold to the public at $78.50 each.

The Federal Government, instead of receiving $150 apiece for these 10,000 units, actually got $45 apiece for them. The taxpayers lost a total of $1,050,000 on the deal. * * *

A manufacturer-agent of the WAA sold $120 worth of quartz crystals, received the correct commission of $12 on the sale, plus expenses which now amount to $15,761. Further sales of this product have been barred by regulations designed to create stock piles of strategic materials. The agent has therefore asked to be relieved of his contract, but until the Treasury can make arrangements to take over this supply and keep it, the Government must pay the agent's warehousing charges and expenses.* * *

In all, the WAA has disposed of $176,000,000 worth of electronics and communications equipment, from which the cash receipts have been $15,000,000, of which $5,000,000 went to manufacturers' agents for commissions and expenses, leaving a net to the Treasury of only $10,000,000 - or less than 6 percent of its original outlay.

- - - - - - - - - -

The Announcer And The Lady
("Washington Post")

Lady Baden-Powell, founder of the Girl Guides of England, went to Charleston, W. Va., a few days ago for a Girl Scout celebration. She was taken to the studios of Station WCHS, where the announcer tried to ease what he thought might be her pre-broadcast nervousness by asking the perfunctory question, "And how do you like West Virginia, Lady Baden-Powell?". . . Her ladyship drew herself up hautily and replied, "Young man, I didn't come here to discuss my personal likes and dislikes with you. I merely came to broadcast for the Girl Scouts, and I should like to get on with the broadcast

as soon as possible." . . . "Ma'am", said the startled announcer, just before they went on the air, "I will not consider this your Good Deed for the day."

- - - - - - - - - -

Denny's A Bug On Radio; Foresees 100 TV Stations, 2000 FM

(by Brack Curry of the Associated Press)

Charles R. Denny, 34, FCC's Acting Chairman, is a bug on radio. When he leaves work he goes home to more radio. He has five sets in his home - short-wave, television, high-frequency, combination radio-phonograph and a frequency modulation (FM) set.

I just mentioned radio and he ranged practically the entire field from FM to how he learned the Morse code. While he talked he pulled one leg under him and sat on it, like a schoolboy.

He said 100 television stations probably will be on the air by the end of 1947 and that in three years 2000 FM stations likely will be constructed.

"It's up to the Commission", he stressed, "to get out television permits so stations can be built. The public will buy television receivers as fast as they are built - if there is some prospect of immediate service."

On weekends you may find Denny zipping along some of Maryland's country roads astride a bicycle. Another diversion is crooning ditties he learned at Amherst in the early 30's. His wife accompanies him on the piano.

As regular as Saturday afternoon comes around he goes to the zoo with his two small daughters.

Denny is an Episcopalian and a Democrat. Friends say he is not a politician. He has lived most of his life in the voteless District of Columbia.

He doesn't smoke but will take a social drink.

- - - - - - - - -

Birds Of A Feather - Petrillo And John L. Lewis

("Washington Star")

James C. Petrillo and John L. Lewis have shown themselves to be resourceful in devising new and unusual ways of raising money for their respective unions. They have a worthy competitor, however, in the person of James Hoffa, business agent for the locals of the Teamsters' Union in the Detroit area. * * * * Hereafter, Mr. Hoffa has decreed, the teamsters will haul food only to the shops of those grocers who agree to pay a monthly "permit fee" of from $2 to $5. The indignant grocers, asserting that this is a form of "tribute", have said that they will not pay it. But the chances are that they will.

("Washington Post")

It is clear from the examples of Messrs. Lewis and Petrillo, in whose company Mr. Whitney may soon be found, that our union satraps have it in their power to hold the Nation up to ransom, and are not above using it. This is a revolutionary development. And the issue must soon be faced by Congress unless it wishes to recognize rival governments by default. In the meantime the search for powers to check these manifestations of governmental usurpation is engaging men who feel that our basic institutions are imperiled by the new development. X X X X X X X X

TRADE NOTES

A new direct high-speed radiotelegraph circuit between New York and Belgrade, Yugoslavia, was opened Tuesday by RCA Communications, Inc., Thompson H. Mitchell, Executive Vice-President, announced. The Belgrade terminal is operated by the Yugoslavia Telegraph Administration.

Don McNeill, m.c. of the Breakfast Club, originating in Chicago and broadcast over the American Broadcasting Network, took time out to salute and congratulate Station WNBH, New Bedford, Mass., on its 25 years of broadcasting. To which we would like to add our congratulations.

The OPA has authorized resellers of mica capacitors, which are used in practically all high voltage electronic circuits, effective May 27, 1946, to pass on the percentage increases in their net costs resulting from a previously greater increase in manufacturers' prices. Formerly, war requirements took the total output of these products and resellers were not involved.

Honoring Samuel F. B. Morse, inventor of the electric telegraph, his first message, "What Hath God Wrought", signed by Miss Margaret Truman, daughter of the President, will be flashed from the Capitol in Washington by radio-facsimile to a moving train, Friday, May 24th, the 102nd anniversary of the sending of the first message.

The event will mark the end of weeks of tests by the engineers of the Baltimore and Ohio Railroad, Bendix Radio Division, and Press Wireless Manufacturing Corp., which developed the facsimile equipment.

Cross-country flight by private pilots can be immeasurably safer through the use of revolutionary new radio equipment which will make available for the first time to private fliers the radio navigation and landing aids used by military and commercial pilots.

The equipment was demonstrated at the closing session of the New York State Aviation Council's convention at the Westchester County Airport, White Plains, New York, by the Federal Telecommunication Laboratories. Federal engineers developed both the very high frequency (VHF) system of radio range beacons, which are now replacing the old low frequency beacons as the radio markers of the nation's airways, and the instrument landing system.

The International Review of the International Telephone and Telegraph Corp., includes in its contents for May the following articles: "Via the Moon - Moon radio circuit under development"; "ACR Services Communications Needs of the U.N." - special branch office of American Cable & Radio handles conference traffic; and "World Wide Building Program Highlights I.T.& T. Peace Plans."

A collective bargaining agreement between the American Broadcasting Company, Inc., Central Division, and the Radio Writers Guild was signed this week in Chicago. The contract, which pertains solely to Chicago staff news writers, calls for a 40-hour, five-day week, with time and one-half for overtime. Minimum starting salary for staffnews writers, effective March 1, 1946, through January 15, 1949, is $235.00 per month; with ten percent salary increase after one year and ten percent increase after two years. Apprentice's minimum salary, not over six months, is $185 per month.

A complete ship's radio station in one compact unit, wholly developed since the war's end, was revealed at the National Marine Exposition at Grand Central Palace Monday by the Marine Division of Mackay Radio and Telegraph Company, whose engineers originated the Marine Radio Unit idea in 1941 for the Maritime Commission, and developed the present unit.

The new "console" combines, in one-third less space and with 15 fewer controls, functions which would require five separate pieces of apparatus in even the most modern versions of other marine radio equipment, and, in addition, eliminates ten storage batteries required of earlier all-in-one models.

Taking a crack at set makers who are still fighting the FCC regulation moving FM upstairs, FCC Commissioner Clifford J. Durr revealed at the Ohio State radio meeting at Columbus, that 85 radio manufacturers replied to an FCC questionnaire that an estimated 22,000,000 receiving sets were scheduled for production in 1946.

"Yet", he declared, "of these 22 million sets only 1,800,000, or about 9% are to contain FM bands. In the interest of the rapid development of FM it is to be hoped the American public will demand manufacturers make such improvements available", he said.

Dr. Jose Forns, Secretary of the Spanish performing right society, SGAE, arrived by plane from Madrid last week. Professor of Composition at the Madrid Conservatory of Music and Speech, Dr. Forns is visiting the United States as guest of the American Society of Composers, Authors and Publishers.

Leslie Boosey, President of the Performing Right Society, Ltd. of Great Britain, is arriving shortly in the United States as an observer in the Copyright Conference, to be held under the auspices of the Pan-American Union in Washington, D.C., on June 1st.

Sidney Sparks has been elected Vice-President and Traffic Manager of RCA Communications, Inc. Mr. Sparks joined the company as Traffic Manager last September after serving for almost two years as Officer in Charge of the War Department Signal Center, Washington, D.C. Before entering the Signal Corps in October, 1942, Mr. Sparks, a Texan, was Superintendent and Division Sales Manager for the Western Union Telegraph Company in New York.

A CBS News Release Correction states:

"A CBS release dated 5/20/46 incorrectly stated that CBS correspondent Bill Downs would be aboard the actual bombing plane to broadcast a description of the Joint Army-Navy tests of atom bombing on surface craft off Bikini Atoll. As a matter of fact, only military personnel will be on the bombing plane. Actually, Bill Downs won the correspondent's toss for the prime vantage point on the observation plane which will follow the course of the aircraft carrying the atomic missile.

X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
RECEIVED
MAY 31 1946
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

INDEX TO ISSUE OF MAY 29, 1946

Idaho's "Radio" Senator Gets Himself Into Hot Water - Twice.....1

Heslep Corners Whitney For MBS Exclusive Strike Comment.....3

Mark Woods Outlines Plans For ABC.....4

WAA Explains "Mystery" Of Radio Quartz Crystal "Hoarding".....5

ABC Television To Show BBC's Video Debut.....6

Critic Says "Television Is Simply Not Ready".....7

CBS Files For Washington, D. C., FM Station.....8
New Draft Of World Telecommunications Proposals.....8

Arrogance Seen In Petrillo's Forcing Lea Act Test Now.....9

OPA Adds To Lists Of Buildings Under Vet. Housing.....12
Self-Service For Merchandising Of Tubes And Parts.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1728

May 29, 1946

IDAHO'S "RADIO" SENATOR GETS HIMSELF INTO HOT WATER - TWICE

Glenn Taylor (D), of Idaho, whose success as a radio entertainer and guitar player over Station KSEI in Pocatello and other stations catapulted him into the United States Senate, had two embarrassing experiences last week. One was when Senator Taylor, who in his broadcasting days was known as the "Singing Cowboy", declared that the Lea Act would prove ineffective in restraining Petrillo, and attempted to block an amendment aimed at John L. Lewis by Senator Byrd (D), of Virginia. Senator Taylor admonished the Senators "not to again make jackasses of themselves."

Whereupon up jumped Senator Hickenlooper (R), of Iowa, declaring that Senator Taylor was out of order and that "he should be made to take his seat." The presiding officer sustained Senator Hickenlooper, which drastic action, of course, silenced Senator Taylor, who like a recalcitrant little boy in school had to take his seat without another word. To add to the Idaho Senator's chagrin, the Byrd amendment, which he had been opposing and blocking, was immediately ordered voted upon and passed 47 to 30. Later Taylor, with a very red face, offered his apologies to the Senate.

Senator Taylor's other embarrassing experience was when, in what appeared to be a rather unfortunate interview with Arthur Sears Henning of the Chicago Tribune, the latter succeeded in bringing out the fact that a pro-Russian speech which Taylor made in the Senate attacking General Bor, a hero to most Poles but a war criminal to the Soviet Union, had been written for the Senator. Not only that, but Mr. Henning strongly implied that the speech had been handed to the "Radio Singing Cowboy" by the Russian Embassy in Washington.

With regard to Senator Taylor's comment on the Lea Act (he being one of the three only Senators who voted against it) and his "jack-asses apology" he began by again reading a criticism of the Lea Act from Tide Magazine which he described as a publication "devoted to the agencies that handle the radio programs for the big advertisers." It read:

"Attorneys say that the Act can't hurt anybody directly, but that indirectly it is succeeding already in making the Congress which passed it and the radio industry which acclaimed it look thoroughly ridiculous; and the same attorneys believe that the industry wouldn't have a snowball's chances in hell if it tried to nave the Act enforced."

Then Senator Taylor continued:

"The Tide article proceeds to say that the law does not outlaw particular practi œs, it merely outlaws the use of coercion

to obtain certain things. If the radio people want to agree to them and there is no coercion connected with it, the practices are perfectly all right. So, under the circumstances, this is what will happen: We have passed a law to injure Mr. Petrillo and put him in his place, but now if the producers of the radio programs want any musicians, Mr. Petrillo cannot bargain with them, he cannot ask them for these things because that is against the law, but he can say to his musicians, 'It has been very difficult working here for so many years. Let us rest a while.' They would not strike; they would simply take their instruments and go home, and go out and mow the lawn, and if the producers of the radio programs wanted any musicians they would have to go to Mr. Petrillo and ask him, 'Please, Mr. Petrillo, will you do these things?' Then Mr. Petrillo could very graciously consent, and the radio programs would be on the air again. So all we have done has been to make it unnecessary for Mr. Petrillo to bargain, and force those who want his services to go and lick his boots."

Describing the interview with Arthur Henning of the Chicago Tribune, Senator Taylor, addressing the Senate, said Mr. Henning came to discuss a speech which he (Taylor) had made in the Senate about General Bor-Komorowski of Poland, who has just arrived in the United States amid loud boos from the Russians.

"We were talking along and finally Mr. Henning asked me about Bor-Komorowski and I told him I had looked into the matter", Senator Taylor continued. "Then, very nonchalantly, he asked me, 'Who wrote that speech for you?' I thought his question to be a strange one. I told him that I had helped in the preparation of the speech. To be perfectly frank, I had the assistance of about six gentlemen in preparing the speech, because I wanted to be sure of my facts. We checked, rechecked, and double checked.' * * *

"Mr. Henning and I got to talking about how great empires in the past had fallen because of mercenary troops. So I told him that I had incorporated a few sentences into the speech. I knew that he knew his history. He asked. 'Who put the incident of mercenary troops into the speech?' This elderly gentleman asked me who had written the speech. I told him very frankly that I had helped in writing it. He asked me, 'What empires did you mention as having fallen because they had used mercenary troops?' I thought it to be strange that this newspaperman should ask such a question. I thought that if he wanted to know all about the matter he could refer to an encyclopedia and look it up. (Laughter) But I still did not realize that he was trying to ensnare me. To the best of my ability I named Rome and Carthage. It did not take me long to come to the conclusion that this fellow had something up his sleeve. He then asked, 'Are you sure the Russian Embassy did not give you this speech?' I replied to him, 'Decidedly not.' He asked, 'What did you mean in your speech when you referred to the cadres of discontent?' I did not have the speech memorized, or I would not have read it. I saw that he was trying to lead me into a corner, and I said to him, 'We will get the speech and discuss it.'

"He said, 'Well, you know what kind of a man a cadre is, don't you?'

"I knew that a cadre was not a man but a group of men. I know also that he knew it. So I said to him, 'If you want to discuss the speech, I will get a copy of it.'

"I ended the interview and came to the Chamber. I wondered what in the world would come of it. I wondered why in the world he was asking me such damn fool questions. So now it comes out. I have before me an article from the Chicago Tribune, written by my good old friend Arthur Sears Henning, a very paternalistic and fine appearing old fellow. (Laughter.) Now I know where the rattlesnake came in. When it had dawned upon me what those questions of his were leading up to, I felt exactly as I feel when I am out in the desert without my high boots on and I hear a rattlesnake. Only, in this case the rattlesnake did not rattle. He bit me two or three times before I knew he was around. When I finally woke up he was literally chewing on me. (Laughter.)"

Senator Taylor's complete description of the interview with Mr. Henning and the latter's version of it in the Chicago Tribune appear in the Congressional Record May 16 (Page 5188). The account of Senator Taylor's silencing may be found in the Record of the 23rd (p. 5660) and his apology to the Senate (p. 5663).

X X X X X X X

HESLEP CORNERS WHITNEY FOR MBS EXCLUSIVE STRIKE COMMENT

The old adage that large bodies move slowly went into the discard last Saturday afternoon when Charter Heslep of the Mutual Broadcasting System, heavy-weight of the Capital network representatives, put over a fast one on his Washington colleagues in securing an exclusive comment from A. F. Whitney, President of the Brotherhood of Railway Trainmen, immediately following President Truman's pouring hot oil on the heads of Whitney and Alvanley Johnston of the Locomotive Engineers, in the broadcast from the Capitol Saturday afternoon.

The network representatives who had been covering the railroad strike conferences at the Statler began dismantling their setups when the President began speaking at the Capitol. Mr. Heslep, who was formerly Managing Editor of the Washington Daily News (Scripps-Howard), however, from the start had his eye on the brotherhood people for their reaction to the President's speech and to this end (violating the best police practice of always guarding the back door), stationed one of his men at the Statler front door.

Sure enough, that was where he caught Mr. Whitney who was hastily leaving the Statler. The latter pleaded that he was tired out but when told what the President had said about him was persuaded to return to the Presidential Room in the hotel where Charter had a microphone all set up and put him on the air immediately after President Truman, thus scoring another notable first for MBS.

Representative Everett M. Dirksen (R), of Illinois, however, was not so successful when he tried to arrange a special broadcast of the House of Representatives' consideration of the President's recommendations. Arising in his seat earlier in the afternoon, Representative Dirksen said:

"Mr. Speaker, I would like to address a parliamentary inquiry to the Chair. While I am not advised as to what may take place this afternoon or whether the House will consider legislation sometime after the President's message, would it be possible perhaps to preserve the microphones in the Chamber, because I am satisfied the country would be deeply interested in any discussion or debate that may take place here. I very respectfully address that inquiry to the Chair."

However, Speaker Rayburn turned him down cold, saying:

"There is no rule under which proceedings of the House of Representatives can be broadcast except on special occasions."

X X X X X X X X X

MARK WOODS OUTLINES PLANS FOR ABC

Proclaiming "television to be the greatest medium of entertainment in the world", Mark Woods, President of the American Broadcasting Company, said that the primary purpose for his West Coast visit was to survey and find sites for television and FM stations in Los Angeles and San Francisco.

He told 200 representatives of the press, trades and agencies during a reception at the Beverly Hills Club that the network was ready to "go all out in the radio, television and FM field on the West Coast" and he hoped the FCC would grant ABC a television and FM permit during the present hearings and conferences, now being held in Los Angeles.

Questioned by the trade representatives concerning ABC's immediate site plans, the executive said that several locations in Hollywood and San Francisco were under consideration and that the network was only awaiting the "green light" from the Government on building materials and he remarked that the network intends to go into complete FM set-ups in Los Angeles, Hollywood, San Francisco, Chicago, Detroit, New York and Washington.

In answer to a question concerning West Coast operations, Mr. Woods stated that as soon as ABC gets the television station, there would be a West Coast Television Manager and complete staff for the network.

X X X X X X X X X X

WAA EXPLAINS "MYSTERY" OF RADIO QUARTZ CRYSTAL "HOARDING"

Recent criticisms by Senator Alexander Wiley (R.), of Wisconsin, of surplus electronics equipment disposal were answered by Lieut. Gen. E. B. Gregory, Administrator of War Assets Administration, in a seven-page letter to the Senator.

General Gregory answered Senator Wiley's query as to why one manufacturer reporting $13,000 worth of radio quartz crystals for one month sold only $130 worth of crystals during that period.

The General also explained that the 20 percent set-aside for all priority claimants can be increased by WAA at any time to 100 percent but that to date the 20 percent provision "has enabled us to fill promptly all orders of priority claimants." He added that "experience over the past several months has indicated that requirements of priority claimants including veterans represent only 5 percent of the total amount of surplus electronic equipment."

Extracts from General Gregory's letter follow:

"Electronic surplus declared to date, amounting to $557,000,000, embraces many thousands of types and models of apparatus, component parts and spares. Declarations are now being received at the rate of approximately $100,000,000 monthly."

- - - - - - - - - - -

"The service and sales ability of industry are being largely increased to cope with the tremendous amounts of surplus now being received from the owning agencies. In cooperation with the U.S. Office of Education, a plan is under development to make available to educational institutions at nominal cost various types of radio and radar devices having limited commercial value and others which are available in large oversupply and of possible interest to education."

- - - - - - - - - - -

"A copy of our April report regarding sales and transfers of electronic and communication equipment to priority claimants shows that equipment having a fair value of $703,363.97 was shipped to veterans and that a total in excess of a $1,000,000 was sold to all priority claimants.

"With respect to your inquiry regarding the cost and expenses of the industry-agency plan of distributing and disposing of electronic and communication equipment, it must be realized this class of surplus is a highly technical commodity having a magnitude of classifications by parts, types and technical characteristics and that a substantial portion of it is unserviceable or not available for end use until it has been tested, reworked or repaired. Normally it is distributed through the trade by the engineering type of personnel. Despite these facts, the entire cost of the operation to the Government cumulative to March 31, 1946, which includes the costs of setting up the program, warehousing, care

and handling expenses, commissions to agents and other expenses, has been only 34% of the total proceeds received through such date. The operations during March were concluded at a relation of all costs and expenses, including compensation to agents, to proceeds of sales, of 25%. It is estimated the total expenses in April will be slightly less than 24% of the proceeds received.* * *

"Referring particularly to the expense account of one manufacturer-agent mentioned in your letter as having been reported to you as $13,000 for one month, and that this agent during the same period only sold $130 worth of material, it is believed that your informant may have had reference to the operations of the A. E. Miller Company, North Bergen, New Jersey, whose business over a period of thirteen years has been that of crystal oscillator manufacturing. The shipments to this firm have consisted primarily of finished quartz crystal oscillators.* * * * This equipment is the "heart", controlling the operating frequencies of nearly all radio and radar apparatus. Because of its nature, I am advised that Reconstruction Finance Corporation in the Summer of 1945, with the approval of the then Surplus Property Administrator, determined to concentrate all surplus quartz crystal oscillators in one central location, the A. E. Miller laboratories, which had adequate special storage facilities and personnel experienced in the handling of this special equipment, in order to assure its availability for replacements as surplus electronic devices were resold.

"Quartz crystals also are included in the definition of 'strategic minerals and metals' of the Surplus Property Act and therefore no attempt has been made to sell these oscillators to industry or to the trade, because of the quartz crystals used therein. Thus, the A. E. Miller Company became in effect a Government storage center for this equipment. There has been shipped to that company oscillators and quartz crystals having an acquisition cost to the Government of $2,240,921. The total storage charges for the entire period of the contract of $15,761 for properly caring for these oscillators and crystals are not, in our opinion, excessive. Recent directions to transfer all of this strategic material to the account of the Treasury Department will relieve War Assets Administration and its storage agent of this entire inventory."

X X X X X X X X X

ABC TELEVISION TO SHOW BBC'S VIDEO DEBUT

The American Broadcastion Company will film the ceremonies attending the opening of the British Broadcasting Corporation's television service, and will telecast the event in this country. BBC begins its regular video service on June 7th, and the films covering the event will be rushed back to the United States by TWA for immediate editing and broadcast from WABD, DuMont Studios in New York City.

X X X X X X X X X

CRITIC SAYS "TELEVISION IS SIMPLY NOT READY"

"The day unquestionably will come when television's performance will more than match its present promise, and then video can really blow its own horn. But that time is not now."

Thus Jack Gould, Radio Editor of the New York Times, last Sunday (May 26th) summed up the present status of television. Mr. Gould writes, in part:

"If television has had one major handicap, it is the fact that the video art has been subjected more to sensational ballyhoo than to dispassionate appraisal. Over the years, professional prophets have spread the gospel of its imminence, envisaging in nothing less than superlatives the coming hour when the whole world will be brought into the parlor. Unrestrained speculation and prediction as to television's implications have been the accepted order, resulting generally in the unqualified conclusion that television is here and ready now to revolutionize the nation's cultural and entertainment habits.

"In the best interests of television itself, the time would seem propitious to call a halt to this orgy of nonsense. The extravagant claims being made or suggested in many quarters are largely incapable of immediate fulfillment, as most industry leaders concede privately, and their persistent repetition is not hastening but retarding the realization of video's tremendous potential. The sustained 'over-selling' of television has reached the point where it is obscuring many of the art's very real accomplishments and making only more difficult the ultimate popular acceptance of the medium. * * *

"From the standpoint of the broadcaster and 'viewer' alike, it is not fair to television to maintain that it has 'arrived'. It is a long way from that, it is to be hoped, if existing programming and reception standards are a valid yardstick. For, as it has been demonstrated up to now, be it in color or in black and white, television is only a suggestion of what it must be to justify the appellation of a 'national service'.

"Programwise, it has hardly started. As a means of reporting sports contests and special events it indeed has proved immensely effective and a valuable new aid in entertainment and enlightenment. But in terms of original programming, night after night, there is no ground or reason for comparing it with other media.* * * *

"The expense, in short, may rival that of the film industry, yet television can dissipate the value of its product in a single evening, while Hollywood allows years for a financial return on its wares. Added to this is the fact that the advertiser will have to be convinced that it is smart business to spend a great deal more for television than he does for radio, yet at the same time be satisfied for a number of years with a much smaller audience.

"There are other factors which similarly dictate a cautious approach to television. These include the withdrawal in recent weeks of more than sixty applications for television stations, chiefly because of the expense involved in the years before a video station can hope to become self-sustaining and because of uncertainty created by the Columbia Broadcasting System's vigorous campaign for high-frequency color video. Too, there have been concurrent delays in the construction of both transmitters and receivers as well as a slackening offin broadcast advertising, a development which has tended to turn attention away from new radio techniques.

"But this 'gloom' seems all the more marked because of the artificial 'boom' in television crystal-gazing which preceded it. Regardless of what technical system is employed, television at best faces an uphill fight against unique and unprecedented odds, as it always has."

X X X X X X X X

CBS FILES FOR WASHINGTON, D.C. FM STATION

The Columbia Broadcasting System Tuesday filed an application with the Federal Communications Commission for permission to construct an FM station for Washington, D.C., listening area.

CBS is now operating WABC-FM and WBBM-FM in New York and Chicago respectively. It has also filed with the FCC for FM stations in Boston, Los Angeles, St. Louis, and Minneapolis.

This application is filed at this time, CBS stated, because of the growing interest in FM as the preferred radio service for a majority of listeners and the importance of Washington as a potential area of concentrated FM listening. It was also pointed out that the application does not now raise any question under the FCC rule limiting FM station ownership by anyone licensee to six outlets, as such a question would not arise until the FCC had granted 6 FM licenses to CBS.

X X X X X X X X X

NEW DRAFT OF WORLD TELECOMMUNICATIONS PROPOSALS

H. B. Otterman, Assistant Chief of the Telecommunications Division of the State Department, has just sent out copies of the most recent revision of the International Telecommunications Convention, Madrid, 1932, which has been prepared looking toward United States proposals for the World Telecommunications Conference. Comments regarding the draft have been invited which should be in the hands of Mr. Otterman not later than June 10, 1946. It is anticipated that those persons or organizations submitting comments by that date will then be invited to attend a meeting in Washington for verbal discussion of all suggested changes and the final drafting of the Convention.

X X X X X X X X

ARROGANCE SEEN IN PETRILLO'S FORCING LEA ACT TEST NOW

In view of what happened to Messrs. Whitney and Johnston at the hands of President Truman in the threatened railroad strike, the long pent-up public resentment against John L. Lewis, and the rising popular sentiment against dictatorial labor leaders generally, it was felt in Washington that James C. Petrillo, President of the American Federation of Musicians, was arrogantly flinging himself into the face of all this and had chosen a very poor time to test out the constitutionality of the Lea Act.

There was considerable speculation in the Capital as to who Mr. Petrillo might have been referring to in the House and Senate when he said "upon advice of able and experienced legal counsel and the statements of learned lawyers in both Houses of Congress, proceeding in the firm and sincere belief that the Lea Act is in violation of the fundamental lawof the land, the Constitution of the United States."

The vote was so overwhelming in favor of the Lea Bill in both the House and the Senate that the question arises as to who from there could have given Mr. Petrillo such advice. The only champion he had in the House was Representative Marcantonio of the American Labor Party and practically the only one in the Senate was Glenn Taylor, of Idaho, the "Radio Singing Cowboy", one of only three Senators who voted against the Lea Bill. Not a single labor came to Petrillo's rescue while the bill was being considered in either the House or the Senate.

It was a coincidence that at almost the same time that Mr. Petrillo was challenging the authority of Congress in Chicago Tuesday afternoon, Senator Burton K. Wheeler (D), of Montana, noted labor champion was calling on President Truman at the White House.

It was before Senator Wheeler's Committee that Mr. Petrillo was haled several years. Senator Wheeler, who is up for re-election this year, is for the moment on the black list of the CIO, but nevertheless is believed to be one of Mr. Truman's closest advisors. What he said to the President is not known, but just the day before a solemn warning he gave in the Senate to labor dictators is advice which could be very well taken to heart by Mr. Petrillo.

Senator Wheeler, Chairman of the Committee which approved the Anti-Petrillo Bill in the Senate, said:

"I do not believe there is a Member of the Senate who throughout the last 30 or 40 years has had any better record, so far as labor legislation is concerned, than I, because I defended all classes and all kinds of labor, both before I came to the Senate and afterward. But I think that some of the labor leaders in this country are to a large extent responsible for some of the conditions which exist at the present time. If they go too far, they are going to be held responsible for destroying the gains which labor has madein the United States.

"I was in Italy just after Mussolini came into power, and I was in Germany before Hitler came into power and afterwards. Those two men came into power because they thought labor was going too far, and while some say it cannot happen in the United States, I think it should be plain to some of the labor leaders, and some of those who are making irresponsible statements for labor, that the same thing can happen in the United States that happened in Italy and in Germany. If they want to lose all the gains they have made, if they want to bring about dictatorship in the United States, the way to do it is to make irresponsible statements such as those they have made in recent weeks.

"I have no sympathy with some of the unions which are dominated by Communists, who I am afraid want tie up industry in this country. I think their activities were one of the things that caused farmers in the United States and small business men and big business men generally to fear that these people were going too far.

"The leaders of labor should realize from what has been taking place in the last few days in the Congress, and throughout the country, that a great responsibility rests upon them as to whether their gains are going to be wiped out and whether we are going to have a free economy and a free enterprise system and a democracy in the United States."

The text of Mr. Petrillo's statement in Chicago follows:

"The WAAF Radio Station of Chicago has refused to comply with our request that it employ six musicians. Until now the company has employed three musicians at this station. It is way below the number it should be employing.

"The union, therefore, requested a new agreement to employ three additional musicians so as both to improve the standards and working conditions of the previous employees and to give necessary work to three more union members.

"Apparently hiding behind the Lea bill, the radio station has arbitrarily refused to negotiate such an agreement. The union was thereby compelled to withdraw services of musicians from this station.

"The union appreciates that its action is contrary to the restrictions of the Lea bill. However, as president of my union, I am, upon the advice of able and experienced legal counsel and the statements of learned lawyers in both Houses of Congress, proceeding on the firm and sincere belief that the Lea bill is in violation of the fundamental lawof the land, the Constitution of the United States.

"The Lea bill was conceived in malice and anger resulting from one of the most expensive and bitter anti-labor propaganda campaigns in the history of our country. Never before has there been so un-American an attempt to throw the full force of our National Government in support of a single, favored industry and

to the prejudice and immeasurable harm of the workingmen and women in that industry.

"We cannot conceive how and by what reasoning the Constitution of the United States can be said to support this law. Under this law, this Chicago station can overwork its employees; it can unfairly deny employment to three deserving musicians; it can amass thousands upon thousands of dollars of profits, most of which are the result of music, yet spend a mere pittance on music.

"No reasonable person can justify such a law. Under this self-same law workers who quit work in an attempt to obtain fair working conditions and to secure what the union deems vital to its survival and growth are denounced as criminals and subjected to long imprisonment and a heavy fine.

"We sincerely believe that the right to a peaceful strike and to peaceful picketing is among the sacred freedoms eternally protected by our Constitution. We sincerely believe that the guardians of the Constitution, the Supreme Court of the United States, will not yield to the malicious pressure of a manufactured campaign of lies and vilification.

"My union, and I as its president, are fully and irrevocably committed to the protection and preservation of the rights of our thousands of members who are so brutally and unjustly jeopardized by this law, as well as the rights of all organized American workers whose unions are directly assaulted by the philosophy of this monstrous legislation.

"My union and I are, therefore, committed to the absolute policy of utilizing all its energies and resources to resist this vicious law, unless and until we are told by the Supreme Court of the United States that the Bill of Rights and the abolition of slavery do not apply to American musicians, and that I do not believe the United States Supreme Court will ever do."

In a press interview prior to giving out his formal statement, Mr. Petrillo said that WAAF, which broadcasts with 1,000 watts, daytime only, was a "canned music" station that didn't use any "live" musicians and that it makes $200,000 a year profits. He charged that Congress was working for special interests and when asked to specify replied, "The National Association of Broadcasters, bit business and Wall Street." He was quoted as saying:

"We have had enough of governmental regulation during the war and if anyone thinks labor is going to stand aside and lose all its privileges it has gained during the last thirty years, he is wrong. All labor will be cemented together as never before. We've got to be save our own hides."

X X X X X X X X X

CPA ADDS TO LISTS OF BUILDINGS UNDER VET. HOUSING

The Civilian Production Administration on Monday issued additional lists of types of buildings which either come within the cost allowances of the Veterans' Housing Program Order 1 or are excluded from the controls of the order.

The Veterans' Housing Program Order 1 says that it is not necessary to get permission under the order to do one or more jobs on a structure if the cost of each job does not exceed the allowance given for that class of structure. Different classes of structures are listed in the order, each with a specific small-job allowance. These are the additions:

2. The $1000 small-job allowance classification stated in (d)(1)(ii),(iii),(iv),(v) of the order includes:

A radio broadcasting station

3. The $15,000 small-job allowance stated in (d)(1)(vi) includes:

A radio telephone or radio telegraph station used as an international point-to-point radio communication carrier

Restrictions of the constructions control order do not apply to the structures listed below. However, the restrictions do apply to work on structures built or used in connection with the following, and also to work on "structures" (any building, arena, stadium, grandstand, pier, moving picture set or billboard) which is made necessary by work on the following:

Radio towers

X X X X X X X X X

SELF-SERVICE FOR MERCHANDISING OF TUBES AND PARTS

A "Store Planning Service" utilizing the first store fixtures especially designed for self-service merchandising of radio tubes and parts has been presented to distributors by the RCA Tube Department.

RCA's announcement of the Store Planning Service and special fixtures climaxed more than a year of intensive study of radio parts distribution practices. Initial units of the new fixtures are expected to be available for delivery to RCA tube and parts distributors by the latter part of June.

"Self Service" is expected to increase over-all sales volume of radio parts distributors by 25 to 35 percent.

X X X X X X X X X X

SCISSORS AND PASTE

WAA Doesn't Know What Electronic Equipment It Has Sold
(Phelps Adams in "New York Sun")

Indicative of the unbusinesslike practice of War Assets Administration is the fact that this agency keeps no inventory of this property but depends on its manufacturer-agents to keep accurate and detailed records. While 200 such agents were officially designated, only 42 of them have ever submitted reports as to the equipment they received, and none apparently makes any report as to whom the property is sold.

Thus when the Sun endeavored to learn today how much electronic equipment had been sold to Russia, France, and China, official spokesmen for the WAA replied that they had no records whatever on that, and would have to poll each of their manufacturer-agents to find out* * *

Insofar as electronic equipment is concerned, virtually all the large inventories of Government surplus are now in the hands of 10 companies.

One of these companies - encouraged by the State Department - was negotiating a contract under which Russian agents would be permitted inside its factories to watch the manufacturing process from start to finish and gain the complete technical knowledge necessary to duplicate the process. No reciprocal provisions under which American observers could enter Russian factories were provided.

It should be emphasized that none of the electronic equipment involved is now classified as secret but experts declare that this equipment together with the spare parts that accompany it, plus the technical information provided with it, would enable scientists to duplicate some of the vital defense devices which are still classified as top secret and upon which the future safety of America depends at this moment.

- - - - - - - - - -

Would Leave Petrillo to the Marines
("Daily Oklahoman")

It is an unwelcome thought, but come to think about it if J. Caesar Petrillo were cutting the didoes in Madrid or Athens or Beirut or Calcutta or Shanghai that he is cutting daily here in our own front yard our Government would be making representations and filing protests and hinting strongly of leaving it to the Marines. On more than one occasion we have landed the Marines to suppress some cow bandit whose worst offenses were not comparable in the damage they wrought to the offenses of Petrillo. It might help us a little to pay less attention to foreign motes and more attention to domestic beams. It might even improve our self-respect a little bit.

- - - - - - - - -

Sylvania Sees Advantages In Small-Town Units

(Roger Wm. Riis in an article condensed from "Forbes Magazine" in "Reader's Digest" for June)

Discussing what economists call "decentralization of industry", Mr. Riis' article, focuses on the case of Sylvania Electric Products, one of the largest producers of radio tubes and electric light bulbs. With 20,000 employees, Sylvania does not believe in big factories and has never owned one in the 44 years of its history. The company lives and works in 20 comparatively small towns. Its founders had been small boys and have never forgotten the advantages in efficiency, health and happiness to employees whose jobs are within "spitting distance of their fishing".

The article contrasts the average big centralized plant, "a fortress of grim impersonal power rising from dispiriting slums of its own making", with one of Sylvania's small-town units. "At Danvers (Mass.) a clean, well-lit building is set back among lawns, where girls and men play croquet at the noon hour in summer, or relax under gay beach umbrellas." Here an average employee lives one block from his work, and as close to his church and his children's school. In the small towns living costs are less and it is more natural for members of the same family to work in the same plant. Hence, family budgets are not strained. These savings are reflected, the author notes, in a high degree of home ownership and a high standard of education. At Sylvania's Danvers plant, 70 per cent of employees are high school graduates; at the Brookhill (Pa.) factory, 90 per cent. As taxpayers and home owners in the town, and as employees of long standing in the plant, the people have their roots deep in both. In Sylvania's Emporium (Pa.) plant, two employees - a radio-tube technician and a vice-president - are both on the town council.

- - - - - - - - - -

Radio Audience Boos John L.

("Variety")

While the industry may frown on using the airwaves to editorialize, apparently there's nothing in the books that says you can stop a studio audience from giving vent to its reactions on political-economic issues.

As, for instance, last Wednesday's (15) unusual incident on the Eddie Cantor NBC show when the comedian's gag about John L. Lewis "giving the atom bomb 24 hours to get out of town" was drowned out amid an audience round-robin of boos.

- - - - - - - - - -

Radio Station Vs. Newspaper In Tennessee Daylight Poll

("Editor and Publisher")

A study in the relative "pulling power" of newspapers and radio is found in results of polls conducted by the two media in Johnson City, Tenn. recently on the issue of daylight saving time. The City Commission asked the newspaper and the radio to take a poll, whereupon the Press-Chronicle printed a ballot on the front page. The 1,000-watt radio station carried announcements of the city's desire to sample opinion and asked its listeners to mail or send in their "yes" or "no". Of nearly 3,000 ballots turned in, all but 126 were in response to the newspaper poll. "Fast time" was defeated.

X X X X X X X X

TRADE NOTES

Gen. A. A. Vandegrift, Marine Corps Commandant, made his first television appearance last Friday evening when he was "picked up" in Washington by the NBC television cameras for a special New York program. The General, speaking from the auditorium of the National Press Club, addressed veterans in ten New York hospitals where television receivers are installed. It was the second in a series of three programs which NBC television from Washington Friday. The finals of the National Spelling Bee also were televised from the Press Building.

Drew Pearson is now carried over the American Broadcasting Company network each Sunday night by 185 stations.

William Balderston, Vice-President in Charge of Operations for the past two years, who has been with the company since 1930, has been elected Executive Vice-President of the Philco Corporation.

Mr. Balderston attended the University of Wisconsin and saw service in the last war as an officer with the Lafayette Division. From 1919 to 1930 he was Vice-President and Factory Manager of the Ray-O-Vac Company of Madison, Wisconsin.

John E. Foster has been appointed Director of Personnel of the RCA International Division. Mr. Foster was formerly Manager for Personnel of the Vick Chemical Co. and during the war served as expert consultant to the Secretary of War on civilian personnel problems.

A post-war reciprocal trade agreement has been developed by the Mutual Broadcasting System in the exchange of radio programs originating on MBS with those heard through the facilities of the Canadian Broadcasting System. This goodwill exchange was begun before the war, but interrupted in 1939 when the Dominion of Canada entered the world conflict. With peace returned the invisible border between the U.S. and Canada has been spanned by over a dozen Mutual programs now heard in Canada over the CBC as well as two feature Canadian shows heard in America through Mutual.

Arch McDonald, nationally known CBS sports announcer, filling in for Arthur Godfrey interrupted a transcribed record Monday morning on WTOP, Washington, to say "There is one fellow who should make Godfrey feel good because he actually sings worse than Godfrey." A little later, McDonald became so exasperated at the singer that he ejaculated: "Shut up, you bum."

Arthur Godfrey is back on the job after his recent illness having already resumed his CBS network and WABC broadcasts and will return to WTOP next Monday, June 3rd.

Directors of Sylvania Electric Products, Inc., last week declared a dividend of 25 cents per share on the company's common stock and the regular quarterly dividend of $1 per share on the $4 cumulative preferred stock, both payable July 1, 1946, to stockholders of record June 20th.

H. C. Bonfig has been advanced to the position of Vice President and Director of Sales of the Zenith Radio Corporation. Mr. Bonfig joined Zenith in March, 1942, as Vice-President in Charge of Household Radios. He has been identified with radio in all of its phases since 1921.

J. E. Anderson has been appointed as General Purchasing Agent. Mr. Anderson has held an executive position in the Purchasing Department since he entered the Company in October, 1942.

As a result of the Federal Communication Commission's action in granting television licenses to nine more stations, an additional 5,046,974 persons living within radiating distances of the proposed new stations, will be receiving video service as soon as these new stations can be erected, according to a survey made by the Television Broadcasters' Association. This figure, added to the 23,332,277 persons living in areas where stations were currently operating, brings the potential television audience soon to be serviced to 28,379,251, according to TBA figures.

Philco Corporation has dissolved two more of its wholly-owned subsidiaries, Philco Products, Inc., which has handled the national distribution of Philco products, and Watsontown Cabinet Company, and the activities of these companies will hereafter be carried on directly by Philco as divisions of the Corporation.

The Toledo Blade Company of Toledo, Ohio, has filed an application with the Federal Communications Commission for a new commercial television station. The application asks assignment on Cnannel 13.

The radio industry's hiring rate in February and March, according to the Radio Manufacturers' Association, was substantially higher than that of manufacturers generally, while the rate of job separations was slightly above average, the Bureau of Labor Statistics, Department of Labor, announced last week. Labor turnover rates in manufacturing continued to approximate wartime levels more closely than those of prewar years, the Bureau of Labor Statistics reported. Quits, both among men and women, remained high - 42 per 1,000 as compared with prewar levels under 10; but lay-offs are approximating their 1939 rates in both nondurable and durable goods groups.

By his appointment as principal engineer, Robert B. Albright now heads those laboratory operations of the Bendix Radio Division of the Bendix Aviation Corporation, Baltimore, concentrating on the electrical design of broadcast radio receivers. Following several years spent with RCA, Mr. Albright joined the Philco Corporation in export set design. Later he became associated with domestic broadcast radio and radio-phonograph development.

X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING CO., Inc.
LEGAL DEPARTMENT
RECEIVED
JUN 6 1946
A.M. 7 8 9 10 11 12
P.M. 1 2 3 4 5 6

INDEX TO ISSUE OF JUNE 5, 1946

Atlass Brings IBEW To Terms; Unauthorized Strike Disowned.....1

World Free Information Urged By Stanton; Receives Law Degree.....2

Thurman Arnold Backing FCC "Blue Book" Swats Broadcasters.....3

G.E.'s Radio Alarm Wakes You Up To Music.....4
Byrd Sees In Petrillo's Methods "Taxation Without Representation"..4

Durr Seen "Weeping" Over FM "Crippling" Caused By FCC.....5
Admiral Ellery Stone Decorated For His Service In Italy.....5
Philco TV Station WPTZ Presents Program Sponsored By Store.....5

Craven Denies Rep. Lea Put Justin Miller Over As NAB Pres.....6

C-o-r-r-e-c-t-i-o-n.....7

Press Again Jumps Petrillo; Condemns Government Defiance.....9

RMA To Concentrate On Speeding Up Peacetime Production.....10

First WAA Contract Goes To RCA International Division.....11
Movie Ballyhoos BBC TV; Lady Announcers To Be Beauties.....11

High Court Overrules Congress In Firing FCC Employees.....13
Official Washington To See Louis-Conn Bout By Television.....13

Scissors And Paste.....14

Trade Notes.....16

No. 1729

June 5, 1946

ATLASS BRINGS IBEW TO TERMS; UNAUTHORIZED STRIKE DISOWNED

Ralph L. Atlass, General Manager of WIND, Chicago, has added another scalp to his fighting trophies by a complete victory in a jurisdictional dispute between members of the International Brotherhood of Electrical Workers and WIND.

Three weeks ago the IBEW technicians of the local union at WIND ignored the arbitration and no strike provisions in their contract and walked off without the approval of the International. Mr. Atlass, who had fired two IBEW operators, continued operating the station with an entirely new crew.

Now after those three long weeks off the payroll, the ex-employees are back at work at WIND considerably wiser than they were at the beginning of their walkout. As a disciplinary measure, they have agreed to forfeit six months' seniority for payroll purposes. The two temporary employees used by WIND during the technicians' absence will be admitted into the Union and continue to be employed by WIND. The station agrees to have its own technicians handle all local exclusive WIND remotes and the Union agrees that no standbys or duplicate coverage will be required. To avoid a repetition of the walkout, or similar instances, the local union has agreed that all grievances will be handled directly by the International.

Negotiations were handled for the station by Mr. Atlass, and its attorney, William J. Friedman; for the Union by Mike Boyle, International Vice-President, Walter Thompson, Local Union Vice-President, and Lester Ascher of Dan Carmel's office. The Local Union President, Eugene J. Kreusel, who ordered the walkout, did not participate.

WIND's technicians walked out May 20th in a demand for the hiring of a stand-by engineer during the period when WIND was using the studio of WBBM (CBS outlet in charge of H. Leslie Atlass, CBS Western Vice-President, and a brother of Ralph) to put on the air two of its Sunday sustaining programs. This arrangement resulted from dimout restrictions, which made it necessary to originate the shows from the broadcast studio. Under the arrangement with WBBM, that station's engineer was provided to pipe the shows to the WIND studio, where a WIND engineer would send them on to the WIND transmitter in Gary, Indiana.

The Union, Local 1220 of the IBEW-AFL, demanded that WIND provide a standby engineer at WBBM, contending that the station must use its own engineer for programs piped in from other points.

Mr. Atlass refused the demand, pointing out that this would require a doubled engineering staff on certain programs with half of

them merely standing by doing nothing. He also emphasized that the station's current contract with the Union contains a no-strike clause, also that it permits the station to accept remote programs without using its own engineer.

Mr. Atlass and members of his family recently sold a 42% interest in Station WIND to John S. Knight, publisher of the Chicago Daily News for $818,958.

Mr. Atlass has defied the labor unions on numerous occasions and as far as this writer knows, is, with a possible exception, the only broadcaster in the United States who, single-handed, has had the courage to stand up and fight James C. Petrillo, President of the American Federation of Musicians.

In 1944 before Mr. Atlass sold Station WJJD to Marshall Field, when Mr. Petrillo ordered WJJD to hire additional and unneeded musicians, Mr. Atlass decided to go direct to headquarters. He telegraphed William Green, President of the American Federation of Labor to reconcile the musicians' walkout with the no-strike guarantee. Mr. Green replied with the following sharp rebuke to Petrillo:

"Regret to learn of strike of musicians employed in your radio station. Such strike cannot be authorized by the American Federation of Labor. It is in violation of the no-strike pledge. Grievances should be taken up for settlement through agencies created for settling controversies which may arise between employer and employee. Will call upon officers of the musicians' international union to instruct musicians to return to work and settle grievance as herein suggested."

Following this the War Labor Board in Washington ordered the Chicago local to direct their members to return to work immediately. The case was referred to the Regional War Labor Board in Chicago for disposal.

X X X X X X X X

WORLD FREE INFORMATION URGED BY STANTON; RECEIVES LAW DEGREE

The free flow of information as a fundamental goal of education and basis for intelligent democratic action was emphasized by Dr. Frank Stanton, President of the Columbia Broadcasting System, last Sunday, in an address before the graduating class of Birmingham-Southern College. Dr. Stanton received the degree of Doctor of Laws at the college commencement exercises in Birmingham, Alabama, and delivered the Commencement address.

Pointing out the increasing importance of effective communications in the period immediately ahead, Dr. Stanton said, "Our civilization desperately needs an uninterrupted period of accelerated intellectual growth to catch up with the advances of science, as well as to make up for what we have been through in the recent past; and to prepare itself to meet the critical problems growing out of the war."

X X X X X X X X

THURMAN ARNOLD BACKING FCC "BLUE BOOK" SWATS BROADCASTERS

"The purpose of the great advertisers who support the radio is to sell goods. The Federal Communications Commission knows the importance of selling goods. But it also knows that power to determine what the American people should hear must not be delegated to men with a private financial axe to grind."

That was the gist of the argument advanced last Saturday night over the Columbia Broadcasting System by Thurman Arnold, former "trust busting" Assistant Attorney General, speaking on behalf of the American Civil Liberties Union. Judge Arnold was given this time by Columbia to answer the address by Carroll Reece, Chairman of the Republican National Committee, who recently attacked the Federal Communications Commission's report (now known as the "FCC Blue Book") setting forth rules and regulations for radio station licensees with regard to programming.

"The broadcasters say that unless they have the power to determine the proportion of advertising programs they are being censored. If so, then every magazine is censored today", Mr. Arnold, who served for a time on the U. S. Court of Appeals for the District of Columbia, which handles radio appeals for the FCC, said. "As a condition to obtaining its second class mailing privilege the law requires that a magazine be principally devoted to public information, science, art or literature. The Post Office, not the magazine, lays down the proportion of advertising to non-advertising matter required to meet that condition. This is not censorship; it is sense.

"Two weeks ago the Honorable Carroll Reece, Chairman of the Republican National Committee, threw the entire G.O.P. at the Commission's head. He called their action typical of the bureaucratic state where the private citizen is pushed around with arrogant contempt. He said:

"'In the name of the 70 million listeners we resent the arbitrary actions of seven self-appointed guardians of the listening public. For the benefit of the individual as well as for the benefit of the nation American radio must be kept free.'

"What kind of freedom did he mean? He meant that if A, B, and C are asking for a quasi-monopoly grant over the air, the Commission should not take into consideration which one of the three would spend a part of his great profit in making the forum of the air a place of public discussion and educational advancement.

"What the broadcasters ask is that they be delegated the absolute power to decide the proportion of advertising and non-advertising programs over the radio. Can anything be less American than to put the power to decide a public question in the hands of men who have a financial interest in the way the decision goes?

"Suppose you owned a broadcasting station and had your choice of selling a valuable hour of time for money or giving it away for the public good. Suppose your stockholders were demanding the maximum dividends. Would you act like a hard-headed American business man or would you play Santa Claus? The answer is found over and over again, with example piled on example, in the report of the Federal Communications Commission."

X X X X X X X X X X X

G.E.'S RADIO ALARM WAKES YOU UP TO MUSIC

General Electric electronics engineers have designed a bedside clock-radio set that automatically wakes you up with your own brand of music. And for heavy sleepers, the set has an auxiliary resonator that sounds a few minutes after your "wake up" music comes on.

Developed by the company's Receiver Division engineers at Bridgeport, Conn., the set is now in production there. G.E. expects to be able to make it available to the public about June 15th at a cost of $27.35 except in the far West where the price will be $28.70.

Here's how the "wake up" feature works. Before retiring, you tune in your favorite radio station, adjust the volume as desired, set the clock in the receiver as you would the ordinary alarm. Finally, you turn the alarm selector control. This turns the radio off for the evening. The clock continues to operate. At the appointed "wake up" hour the clock turns the radio on and you are supposed to awaken. If it's been a tough night and you decided before retiring that you will need the resonator and have set that too -- well, you get the double-barreled effect a fewminutes after the radio music has been turned on.

The clock-radio operates on regular house current. It has four tubes, comes in a plastic case, and weighs about 5 pounds. It's about the size of a small loaf of bread.

X X X X X X X X X

BYRD SEES IN PETRILLO'S METHODS "TAXATION WITHOUT REPRESENTATION"

Senator Byrd (D) of Virginia, discussing the labor situation in the Senate said:

"The Revolutionary War was fought over the issue of taxation without representation. The new Republic was founded on the basis that only the duly elected representatives of the people, functioning in a governmental capacity, should have the right to levy taxes. Through a century and a half of our national history that fundamental principle of our democracy was never challenged. Then Mr. Petrillo, President of the Musicians' Union, exacted a royalty from the manufacturers of phonograph records, and he still collects it from them."

X X X X X X X

DURR SEEN "WEEPING" OVER FM "CRIPPLING" CAUSED BY FCC

The following has been received from a subscriber to this service:

"In your May 22nd letter you mention that Commissioner Durr shed crocodile tears at the Ohio State radio meeting at Columbus because, as he says, only 9% of the production indicated is to contain FM bands. It's interesting to see the Commissioners weeping over a condition that they are responsible for having caused, through cippling FM.

"Not only is this crippling measure a factor, but also I don't suppose it has occurred to Commissioner Durr that automobile radios do not contain FM, nor do portables and most table models and it would have been nice of Commissioner Durr to have indicated also that he did not hear from some of the largest manufacturers."

X X X X X X X X X X

ADMIRAL ELLERY STONE DECORATED FOR HIS SERVICE IN ITALY

Rear Admiral Ellery W. Stone, Chief Commissioner Commissioner of the Allied Commission, received the United States Navy Distinguished Service Medal from Rear Admiral Jules James, Commander of the United States Naval Forces in the Mediterranean, at a ceremony in Naples last week.

The citation attributed the Presidential award to "exceptionally meritorious service to the Government of the United States in a duty of great responsibility as Chief Commissioner of the Allied Commission for Italy and chief civil affairs office of occupied territory under the Allied Military Government in Italy from May 1, 1945, to May 1, 1946."

Admiral Stone was formerly Vice President of Mackay Radio & Telegraph Company, All Americ Cable & Radio, Inc., and President of the Postal Telegraph Company.

X X X X X X X X

PHILCO TV STATION WPTZ PRESENTS PROGRAM SPONSORED BY STORE

Philco Station WPTZ and Gimbel Brothers made television history last week by presenting the first regularly scheduled telecast sponsored by a department store, a lively half-hour show starting at 8 P.M.EDST, that featured radio comedian Uncle Wip and a dozen children in a "Gay Nineties Revue", plus a fashion show and tips on gardening.

X X X X X X X X X

CRAVEN DENIES REP. LEA PUT JUSTIN MILLER OVER AS NAB PRES.

Commander T. A. M. Craven, Vice-President of the Cowles Broadcasting Company, and recently Chairman of the National Association of Broadcasters' Committee to select a President, was quick to deny the assertion of James C. Petrillo, President of the American Federation of Musicians, in St. Petersburg, Fla. that Representative Clarence Lea (D), of California, author of the so-called anti-Petrillo law had hand-picked Judge Justin Miller, former Associate of the U. S. Circuit Court of Appeals for the District of Columbia, to head the NAB.

Petrillo accused Representative Lea, who is Chairman of the House Interstate Commerce Committee, through which all radio matters clear, of fixing things so that Judge Miller, a fellow Californian, would get "a job at $50,000". Then, according to the pugnacious little labor leader, Representative Lea "went to work on the American Music Federation".

Characterizing the Miller charges as entirely untrue, Commander Craven declared:

"Representative Lea never was consulted with regard to the proper man to head the NABnor did we receive any advice or any suggestion from Mr.Lea with respect to any man or any name."

Mr. Petrillo made other charges. He asserted that Rep. Eugene Cox (D), of Georgia, had received $25,000 for interceding with the Federal Communications Commission on behalf of a Georgia station, that the son of Senator Burton K. Wheeler (D), of Montana, Chairman of the Senate Radio Committee, was operating a broadcasting station in Spokane, and was a member of the NAB, that William H. Davis, former Chairman of the War Labor Board, was a member of a firm which received $100,000 for doing patent work for the Columbia Broadcasting System, that Paul A. Porter, former FCC Chairman was an ex-CBS lawyer, that Elmer Davis, who had assailed Petrillo, was a highly paid commentator, and that Sam Rosenmann, former FDR advisor, had joined a law firm now representing CBS.

The first one to reply to Petrillo's threat to halt all radio network broadcasts if the Supreme Court upholds the Lea Act, was Representative Dondero, (R), of Michigan, who said:

"I think something can be done and something will be done if Petrillo carries out this threat."

Representative Dondero, one of the chief supporters of the Lea bill, said he will confer with members of the House Interstate Commerce Committee to determine what action to take if Mr. Petrillo carries out his threat.

"We can go further if necessary", he said, "but offhand, I do not know just how we can proceed. It's time we found out if a labor leader is greater than the Government. If we can't pass a law to curb this kind of thing, we might as well quit."

To which Petrillo retorted:

"Oh that bum! Under what law can they make us go to work? The more labor laws they pass, the more labor troubles they are going to have."

Petrillo even attacked President Truman, saying: "I would gamble every dollar I own today that President Roosevelt would never have signed the Lea bill.

"If the President doesn't veto the Case (strike control bill) it's going to strangle all labor."

He was quoted as saying he had two friends in Washington - Secretary of State Byrnes and Secretary of Treasury Vinson.

An important topic scheduled for discussion at St. Petersburg is the disposition of $1,000,000 collected by the Union in the form of royalties on each phonograph record. This is now personally controlled by Petrillo but the handwriting is seen on the wall that there eventually may be joint control as in the coal miners' welfare fund which John L. Lewis attempted to corral. This is expected to be bitterly fought by Petrillo.

X X X X X X X X X X X

C-O-R-R-E-C-T-I-O-N

In connection with a story, "Heslep Corners Whitney For MBS Exclusive Strike Comment", in last week's issue of the News Service (Page 3, May 29th) the following letter has been received:

MUTUAL BROADCASTING SYSTEM, INC.

Charter Heslep
Washington Representative

712 Jackson Place, N.W.
Washington 6, D. C.

May 31, 1946

Mr. Robert D. Heinl,
Heinl Radio News Service,
Washington, D. C.

Dear Bob:

Your intentions were swell but unfortunately embarrassing for me. Actually, I stayed on the sidelines throughout and this outstanding job was done largely by WOL's news staff, with Al Warner and Jack Paige deserving special kudos.

I hope you can find a way gracefully to give credit where it is deserved.

Cordially yours,
(Signed) Charter

With pleasure, Charter!

We were subsequently informed that we had only partially covered the story and should have given credit to numerous others. We regret very much that this was not done. Here, then, is the account which was kindly furnished to us by the Cowles station WOL, the MBS outlet in Washington:

"On Thursday morning, May 22, the WOL-Mutual Broadcasting System Newsroom was alerted with Albert Warner, WOL-MBS Washington newshead co-ordinating all activities to insure complete coverage of the impending rail strike.

"Jack Paige, Director of Special Events for WOL-MBS, immediately threw special lines into all points with special events crews assigned to Mayflower Hotel in Whitney and Johnson, railheads, suite; the Hotel Statler Presidential suite, which was focal point of all conferences; Union Station; Bus Station; and National Airport in Washington. Warner assigned newsmen to all points with William Hillman, Mutual commentator, handling White House. All were instructed to stand by on 24-hour watches.

"Thursday at 3:45 P.M. EST, quarter hour before announced time of strike, WOL-Mutual newsroom swung into action and presented full half-hour round-up as a part of Mutual Network's complete coverage. Heard on this program, speaking directly from Capitol Hill, was Senator Ed Johnston of Colorado, former railroad man, and pick-ups from Union Station were featured.

"On Friday with the strike in full swing and events moving rapidly, Warner presented at noon from the Senate Radio Gallery, Senators Reed of Kansas and Wiley of Wisconsin, concerning the Senate's feeling toward labor legislation, and a half hour later, Senators Pepper of Florida and Lucas of Illinois presented their opposing views with Ray Henle, WOL commentator, presenting from the House Radio Gallery, Representatives Clarence Brown of Ohio, and Karl Mundt of South Dakota. Mundt came directly from the floor of the House where he had finished an impassioned speech favoring speedy labor legislation. Immediately following the President's speech at 10 P.M. Friday, Albert Warner, William Hillman and Ray Henle presented a forum with Representative Francis Case, of South Dakota, author of the Case Bill, and Senator Pepper of Florida, on their reactions to the President's speech. Senator Pepper came directly from the Senate which was still in session and presented exclusively over the WOL microphones his plan for rail strike peace.

"During Saturday the WOL Newsbureau was reporting directly throughout the entire day to the Mutual Newsroom in New York with correspondents in all locations standing by for news breaks.

"Saturday at 3:45 P.M. quarter hour before President's address to joint session of Congress, WOL reporters reported directly from Senate and House Radio Galleries, Statler Hotel, and White House; with strike negotiations rapidly approaching a climax as the President spoke, WOL-MBS reporters Russell Turner and

Macon Reed, at the Statler Hotel, seized opportunity to bring A. F. Whitney, head of striking unions, to Mutual microphones in Statler Hotel and three minutes after President finished, Whitney reported exclusively over the WOL-MBS microphone to the nation and striking brotherhoods.

WOL Washington coverage for Mutual was achieved by Albert Warner, William Hillman, Ray Henle, Russell Turner, Macon Reed, Loren Pope, Lou Brott, Dale Morgan, Bill Brundige, Jack Paige, Myra Wilkins and Helen Keller."

June 5, 1946 R. D. H.

X X X X X X X X X X X

PRESS AGAIN JUMPS PETRILLO; CONDEMNS GOVERNMENT DEFIANCE

In one of the many editorials it has printed against labor dictators in general and Petrillo in particular, the New York Times said today (Wednesday, June 5th):

"In recent months the signs have become increasingly plain that some labor leaders in this country now feel themselves to be not only stronger than any employer, or than employers collectively, but stronger than the Government itself. This has been illustrated within the last few weeks by the action of the engineer and trainmen leaders in calling a strike against the award of the President's emergency fact-finding board and by the arrogant tone of their letter to the President. It has been illustrated even more clearly in the last few days by the actions of union leaders in several different fields. * * * *

"James C. Petrillo, President of the American Federation of Musicians, to cite an example, warns the Supreme Court that if it holds the Lea Act constitutional he will strike against the national radio networks and order a complete stoppage in the manufacture of phonograph records and transcriptions. Meanwhile he announces: 'I'm now waiting for a marshal of the United States to arrest me because I intentionally violated the Lea Bill (law) in Chicago last week.'* *

"What Mr. Petrillo and some other labor leaders persistently fail to mention in their public statements is that their own present power has been to a major extent conferred upon them by Federal law and court decisions. If Congress wished to do so, it could reply to Mr. Petrillo's simple little letter by a few simple little changes in existing law. For it is the Wagner Act, as it stands at present, which makes Mr. Petrillo's power possible. Under that Act he is not obliged to deal with anybody, but everyone who employs musicians is compelled to deal with or through him. Because of this, individual musicians are as much victimized as employers. They are compelled to join his union and to obey his dictates if they hope to make a living. Mr. Petrillo, who is so free in his defiance of Federal laws, is himself the creature of one of them. He will tolerate no restrictions on unions or on himself; but he has forgotten, as Congress itself seems to have forgotten, that his present power exists only because

of the restrictions that Congress already imposes, and that the executive arm enforces, against employers."

Says the Washington Post today:

"* * * * * * Mr. Petrillo will be making a mistake if he believes that, once the Lea Act is out of the way, he will have a clear path for whatever new bludgeons he cares to bring forth. Public reaction to the insolence, intimidation, autocracy and uneconomic philosophy characterizing the operations of Mr. Petrillo and other leaders whose power has distorted their perspective will continue to grow until there is really constructive, broad labor legislation on the books applicable to all unions. In this sense, Mr. Petrillo, by the very annoyance he creates, is performing a valuable service in needling the public and Congress. He is the symbol of a major ill which needs to be healed. Legislation that will help smooth out our ruffled labor relations is not something for ill-considered enactment in anger. Instead, as President Truman has indicated, it is a project for long-term study of top priority. Along with union privilege must come a clear definition of union responsibility to the public and of what constitutes legitimate union practice. Until unions assume their proper place in our economic system by law, that system will continue to suffer the disruptions of the new Petrillos that arise to plague it."

X X X X X X X X X

RMA TO CONCENTRATE ON SPEEDING UP PEACETIME PRODUCTION

Hundreds of radio industry leaders will participate in discussions of peacetime reconversion problems at the twenty-second annuan convention of the Radio Manufacturers' Association next Monday in Chicago. In marked contrast to previous RMA "war production conferences", the June industry meetings will concentrate on peacetime production, and there will be numerous committee and group meetings during the three days of the RMA convention.

There will be two meetings of the RMA Board of Directors, the first of the present retiring governing body and a reorganization meeting of the new Board, including new Directors to be elected from all five divisions of the Association.

There will be no radio exhibits nor meetings of the trade. A "Victory" banquet had been planned but was cancelled in deference to the request of President Truman to avoid mass banquets because of the foreign famine situation and also because of the food shortages at home.

X X X X X X X X X

FIRST WAA CONTRACT GOES TO RCA INTERNATIONAL DIVISION

The first contract to establish agencies for export sale of surplus electronics material in over-supply has been signed by War Assets Administration and the International Division of Radio Corporation of America, WAA announced today (June 5th).

The RCA International Division will receive from WAA only material which has been declassified as non-secret by the Army and Navy and material for which there is no demand in this country. Under terms of the contract, the agent will inspect, test, and when necessary, rework the material prior to sale.

Sales will be made for cash, and title will pass to the foreign purchaser before the material is exported, according to contract terms. The contract requires the agent to "keep complete, accurate and detailed records and accounts of all transactions covered by this agreement."

The contract is subject to cancellation by WAA or RCA at any time on short written notice.

RCA International Division has nine foreign subsidiaries as part of a world-wide distribution system, through which it will export the material to foreign countries.

The contract was signed for WAA by Frank R. Creedon, Deputy Administrator for General Surplus Disposal, and for RCA International Division by Edwin N. Clark, Managing Director.

X X X X X X X X

MOVIE BALLYHOOS BBC TV; LADY ANNOUNCERS TO BE BEAUTIES

If there are no postponements, the British Broadcasting Corporation will make a fresh start in television next Saturday June 8th by televising the great London victory procession direct from the West End. It will be the first time the British will have seen any television since the war closed down the transmitters in 1939.

Tremendous preparations are under way for a grand reopening. Six hundred feet above sea level the television aerials on the great tower at Alexandria Palace have recently been renewed.

To whet the appetites of the scanning and listening public a newmotion picture film entitled "Television Is Here Again" has just been made in the BBC Television studios at Alexandra Palace and at various places "on location".

Running just over one hour, it is designed for transmission by television each morning for the benefit of the radio trade, both in servicing television receivers and in demonstrating them to potential customers.

It is not, of course, intended as entertainment for viewers, who already possess television receivers, but, despite this, the film will have very considerable entertainment value in that it takes the audience back-stage at Alexandra Palace and at outside broadcasts, and also gives them a pot-pourri of some of the main types of television program - both past and future. All the members of the production were in the Services during the war.

Miss Winifred Shotter, who has been appointed as the new BBC Television woman announcer, was chosen from among 119 applicants who underwent camera tests. Miss Jasmine Bligh, pre-war television announcer, is resuming her work as before. The 119 applicants were selected from nearly 600 people of both sexes. Twenty-one - twelve of them women and nine men - were given a second camera test, and, of those, four women and five men were picked for the third and last round.

Miss Shotter has played leading lady in many London stage shows, and has also acted in films, both in British studios and in Hollywood.

Outlining the British television plans in London Calling, Maurice Gorham, head of the Television Service said:

"We mean to give increased emphasis to actuality broadcasting. We are assembling our two mobile units - each made up of four vehicles - carrying transmitter, generator, aerial, and scanning apparatus - and with their aid we hope to take into viewers' homes every event of importance in the London area.* * * And we shall make full use, too, of the resources of film - an indispensable ingredient of the television service - using it not necessarily as an alternative to "live" production, but as its complement and supplement.* * *

"The main programme transmissions will be in the afternoon and evening - two periods each of ninety minutes in length.

"The television mast at Alexandra Palace, 600 feet above sea level, looks over London, sprawling massively, endlessly, away from the foot of the hill. Soon, maybe, the H-like aerials that television requires will be sprouting in uncountable number all over that ragged panorama of London's roofs. And to see beyond the London area. . . That is both a duty of today and a hope of the future."

X X X X X X X X X X

Recordings of the Columbia network broadcast of the historic ceremonies returning the Magna Charta to England have been presented by WTOP-CBS, Washington, D. C. to 400 schools in WTOP's primary listening area. The first album was presented by Carl J. Burkland, General Manager, to Dr. Hobart M. Corning, District of Columbia Superintendent of Schools. The great charter, exacted of King John at Runnymede near Windsor, England, in the Summer of 1215, was kept in the Library of Congress for safekeeping throughout the war.

X X X X X X X X X X

HIGH COURT OVERRULES CONGRESS IN FIRING FCC EMPLOYEES

Congress finally met with defeat in its efforts to discharge three Government employees, charged with subversive activities when the Supreme Court held the action unconstitutional Monday.

The three were Robert Morss Lovett, Government Secretary of the Virgin Islands and afterward Executive Assistant to the Governor of the Islands; Goodwin B. Watson and William E. Dodd, Jr., both attached to the Foreign Broadcast Intelligence Service of the Federal Communications Commission.

In its opinion the Supreme Court accused Congress of passing a "bill of attainder" against the three. This, as defined by the Supreme Court in the past, is "a legislative act which inflicts punishment without a judicial trial".

The Congressional fight against these men started when the Dies Committee charged in 1943 that various subversives were in Government service. On the floor of the House Martin Dies of Texas attacked thirty-nine individuals as "irresponsible, unrepresentative, crackpot, radical bureaucrats" and affiliates of Communist-front organizations. He named Messrs. Lovett, Watson and Dodd.

Subsequently Congress attached to an appropriation bill a prohibition on payment of salaries to the three men. President Roosevelt, James L. Fly, Chairman of the Federal Communications Commission and Secretary of Interior Ickes protested this action as unconstitutional and an unwarranted encroachment upon the authority of the executive and judicial branches of the Government. Despite the action, the employees remained at work. They sued for back pay for this work and the Court of Claims awarded them $2,158.

X X X X X X X X X

OFFICIAL WASHINGTON TO SEE LOUIS-CONN BOUT BY TELEVISION

Plans have been completed by the National Broadcasting Co. for a special television demonstration in Washington of the Joe Louis-Billy Conn prize fight to be held in Yankee Stadium on the evening of June 19th, according to an announcement made last week by Frank M. Russell, NBC Vice-President.

The demonstration will be witnessed by high Government officials, including members of Congress, to show recent advances in the television art as well as the special technique developed in programming, particularly sporting events. The telecast will be brought to Washington by means of the A. T. & T. coaxial cable which inaugurated service between Washington and New York on February 12th. The event will be staged at the Statler Hotel.

X X X X X X X X X

SCISSORS AND PASTE

Presidential Train Radio Duplicated In Plane "Sacred Cow"
("Army and Navy Journal")

During the V-2 rocket tests at White Sands, New Mexico, a special long distance radio teletype set was installed at the Signal Corps Engineering Laboratories at Bradley Beach, N.J. to keep Signal Corps technicians in immediate touch with important scientific developments.

The radio set used in this installation is a complete high powered station designed to provide two-way teletype communication by high frequency radio over distances of several thousands of miles. It handles a continuous flow of incoming and outgoing traffic at the same speed as provided by commercial wire circuits, 60 words per minute.

Similar equipment has been used with conspicuous success in two special installations. One such installation was made in the communication car of the communication car of the President's train by civilian engineers. Two-way teletype communication was provided at all times, whether the train was in motion or at rest. By connecting to the War Department Station WAR in Washington, it was possible to reach similar machines anywhere in the world. The train was at times in communication with Guam; Frankfurt, Germany; and Washington while speeding along at 60 miles per hour. After this installation proved satisfactory, a similar installation was initiated for the President's private transport plane.

- - - - - - - -

"Operations Crossroads" Called A Radio Triumph
(Jack Gould in "New York Times")

In "Operation Crossroads", the hour-long documentary consideration of life in the atomic era, the Columbia Broadcasting System last Tuesday evening (May 28th) expanded the horizon of American radio more than any other single broadcast has done in recent years. With courage, with judgment and with responsibility the network performed a service of true greatness to the public. For an evening radio was of age and listening to it was an ennobling and enriching experience.

Here was a demonstration of broadcasting using its vast potential to stimulate on a national scale a greater awareness and understanding of what atomic energy means to each listener. Cast off was radio's own cloak of indifference and preoccupation with the money marts and donned was the mantle of leadership and vigorous participation in the resolution of mankind's most pressing problem. "Operation Crossroads" was an exercise in citizenship of significance to more than the world of the kilocycles.

- - - - - - - - -

Wants "The Hucksters" Read Into The FCC Records

(From a review of the book "The Hucksters" dealing with broadcast advertising by Frederic Wakeman in the "New York Times" Sunday, May 26, by Russell Maloney.)

Pity and terror are what you get in "The Hucksters" - pity and terror and a lot of fascinating dope about the radio end of the advertising business. * * *

"The Hucksters" is, in fact, a story that should be read by every literate adult who has ever suffered through a radio "commercial announcement". If it does not explain the process which results in the contemporary radio program, it at least presents a faithful description of the process itself. * * * *

The radio industry at this moment is on its best behavior, for the good and obvious reason that it wants to lull the government into maintaining the old hands-off policy in the new fields of FM and television broadcasting. Programs abounding in culture and what is loosely called "public service" are lavishly tucked into all possible crevices of the day's schedule - anywhere where they won't interfere with the bread-and-butter sponsored programs, that is. As for the sponsors voluntarily improving the quality of their programs - well, I offer in evidence "The Hucksters", with the humble request that it be read into the FCC records.

Quite a book, quite a book!

* * * * * * * * *

(Orville Prescott in the daily "New York Times, May 27)

As a furiously bitter satire of the lunatic fringe of a business which is eccentric enough even when normal, "The Hucksters" is effective. It is a scathing and contemptuous account of cheap and snoddy people and of incredible business practices. Such venomous satire must, one believes, be grossly exaggerated caricature. But then, Victor Norman, Mr. Wakeman's hero, says: "There is no need to caricature radio. All you have to do is listen to it. Or if you were writing about it, you'd simply report with fidelity what goes on behind the scenes. It'd make a perfect farce." Whether he speaks for himself or for his creator is hard to determine.

- - - - - - - - - -

Sees TV "Radio's 20-year-old-infant Facing Big Obstacles"

("Life" May 27)

For 20 years a confused but patient public has awaired television's coming of age. This year the infant industry began making noises that sounded adult. It bid for bigname talent. It arranged for drama producers to test their Broadway-bound plays on television instead of on the road. Manufacturers prepared to flood the market with receiving sets selling as cheaply as $130. But last week, back in full swing after two months off the air while adjusting to new wave bands, television was proving itself still an infant industry.

It boasted its first network, on the DuMont stations linking New York and Washington. It had its first regularly sponsored weekly variety show, "Hour Glass", coming over NBC's new Empire State Building antenna. But it also had a crying need for good scripts, better direction and the kind of camera virtuosity now monopolized by Hollywood. It was still hog-tied by rules forbidding use of music taken from movies or published by firms in which film concerns have financial ties. Worst complication is a ban on "live" music by James Petrillo's musicicians' union, which forces singers to make records, then to indulge in pantomime before cameras as their records are played for broadcasts.

X X X X X X X X X

TRADE NOTES

In an attack on former Secretary of the Treasury Henry Morgenthau, Representative Rankin (D), of Mississippi, revealed the tremendous response that President Truman received following his broadcast at the conclusion of the railroad strike.

"President Truman has received more than 14,000 telegrams up to last night with reference to his speech of last Saturday, and of that number more than 13,000 were in commendation of his courageous, patriotic stand", Representative Rankin told House members.

The full text of the broadcast of Judge Thurman Arnold defending the "FCC Blue Book" was published in the Congressional Record of June 3 (Page 3292) at the request of Senator Hugh B. Mitchell of the State of Washington.

Emerson Radio & Phonograph Corp. merger with General Instrument Corp. has been approved by Directors of both firms.

Thomas S. Lee television station W6XAO will show its first outside telecast from the top of Mount Lee beside the swimming pool, Saturday, June 22, in connection with Alumni Day at Occidental College Although built at the W6XAO site before the war, the pool and its scenic surroundings will be used as background for a television program for the first time in the June 22nd performance.

Dr. Goodwin B. Watson of New York City, formerly of the Federal Communications Commission, a Professor of Education at Teachers College of Columbia University there, received a divorce in Reno last week from Mrs. Gladys Hipple Watson, a former Wisconsin educator who now is an instructor at Brooklyn College in New York City.

The Electromatic Manufacturing Company, 88 University Place, has acquired an additional plant in Yonkers. The new plant will increase the active floor area of Electromatic over fourfold and is the fifth expansion move since its inception in 1938. The plant will start making deliveries of radio-phonograph combinations by July 1.

The demand for trained radio operators and other Signal Corps specialists throughout the Army has resulted in the continuing expansion of the Enlisted Men's School at Fort Monmouth, N.J. To make full use of the space and equipment which the school now has at its disposal, classes are running on a day and night basis, accommodating many more students in the laboratories, workshops, and classrooms. Originally planned for about five thousand students, changes in the training setup have increased the tentative maximum complement to 7,000 students, whose courses range in length up to six and seven months in duration.

Some listeners believe in perfect timing. With WOL-MBS Washington newsroom bedlam while President Truman was speaking in connection with the railroad strike recently, Helen Keller, news secretary answered the phone to hear pleasant voice say, "I hope you can help me. If I hum a tune over the phone, do you think you could identify it for me?" The newsroom will never know what tine was bothering the lady.

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

A + All Arts

NATIONAL BROADCASTING CO., INC.
LEGAL DEPARTMENT
RECEIVED
JUN 14 1946
A.M. P.M.

INDEX TO ISSUE OF JUNE 12, 1946

New U.S. Radio Standards Lab All Set For Important Work.....1

History Repeats Itself In Facsimile Broadcast.....2

Sarnoff Hails Large GI College Registration; Zest To Learn.....3
WGN Gets First Postwar FM Transmitter From G.E.....3

Submarine Radio Formally Merged Into Raytheon.....4
Book Critic Loses Radio Suit.....4

Don Lee Showdown Re FCC Net Jurisdiction June 17.....5
New Model Radio Ceiling Price Regulation Revised.....5

Armstrong Discounts Claim That Russian Invented Radio.....6

McCosker, WOR Chairman, Lauded For Cardiac Home Founding.....7
G.E. Scientists First "Hams" On 21,900 Megacycles.....7

Paul Porter May - Or May Not - Return To FCC If OPA Killed.....8
1946 Radio Parts Show Pins Up New Attendance Mark.....8

RMA Head Sees Troubles Still Ahead For Set Manufacturers.....9
Petrillo Seen Using Anti-Petrillo Law As Springboard.....9

Bendix Radio To Produce Color Television Receivers.....10
Confirmation Of Comm. Walker Delayed; No Opposition Seen.....10

Further Reductions In Overseas Radiophoto Rates By RCA.....11
Manufacturers Urged To Prod Congress Members On Patent Bills....11

Margaret Truman Again Talked Of As Radio Possibility.....12
New Lightweight Airborne Radar Increases Flight Safety.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1730

missing no — June 12

June 12, 1946

NEW U.S. RADIO STANDARDS LAB ALL SET FOR IMPORTANT WORK

After having taken a month to get organized, the newly created Central Radio Propagation Laboratory of the National Bureau of Standards in Washington is now ready to begin some of the important projects for which it was established. The new laboratory is in fact an enlargement and continuation of the work of the Radio Section of the Bureau which has been so successfully carried on for many years by Dr. J. H. Dellinger so well known to the radio industry. It is reassuring to the industry that Dr. Dellinger has been designated Chief of the new laboratory and that his old assistant Dr. Newbern Smith has been appointed Assistant Chief. The new work will be carried on with the advice and guidance of the Radio Propagation Executive Council made up of representatives of interested Government agencies.

Although the Central Radio Propagation Laboratory will be responsible for all radio work in the Bureau, except the electronics work of the Ordnance Development Division, the emphasis will be on ionospheric research, as the name implies. The ionosphere is the upper atmosphere from 50 to 250 miles above the earth through which short-wave radio communications pass. The troposphere is the lower atmospheric level up to seven miles above the earth.

For the past four years the Radio Section has operated the Interservice Radio Propagation Laboratory for the Joint Communications Board of the Joint Chiefs of Staff. This laboratory developed research methods for the study and forecasting of ionospheric conditions, based on data obtained from a chain of stations throughout the world. Some of these stations were operated by the Army and Navy, others by contract for the National Defense Research Committee. The newlaboratory will take over certain Army and Navy activities as well as some from the Carnegie Institution and private industry.

The new Laboratory is made up of the following sections:

1. Basic Ionospheric Research.
2. Basis Microwave Research.
3. Regular Propagation Services.
4. Frequency Utilization Research.
5. Experimental Ionospheric Research.
6. Experimental Microwave Research.
7. Regular Propagation Measurements.
8. Ionospheric Measurement Standards.
9. Microwave Measurement Standards.

It has now been revealed that a group of experts working in the greatest secrecy under the general supervision of Dr. Dellinger and Dr. Smith made amazing progress during the war in predicting radio transmission conditions between any two places on the earth's surface. These predictions were made three months in advance.

This information was particularly needed by the military services because of the widespread use of radio in the far corners of the world, the necessity for efficient utilization of frequencies in the crowded radio spectrum, and the importance of knowing just where radio waves were going and how to insure their arriving at their destination. To this end the laboratory prepared monthly world-wide charts of predicted ionospheric data, from which usable frequencies for any path could be calculated; distributed all available ionospheric and radio propagation data to the armed services, commercial users, and scientific laboratories; sent out warnings of expected radio disturbances associated with "storms" in the ionosphere; carried on research in radio wave propagation and in the technics of prediction; developed methods for solving high-frequency radio propagation problems; studied radio wave absorption in the ionosphere; analyzed radio traffic data from the propagation viewpoint, and correlated high-frequency direction-finder errors with ionosphere conditions.

Dr. Dellinger joined the National Standards Bureau's staff in 1907 and has headed the radio work since 1919. He received his Ph.D. from Princeton University in 1913 and the Sc.D. from George Washington University in 1932. He is a past-president of the Institute of Radio Engineers, and a recipient of its Medal of Honor. He has represented the United States at numerous international conferences on radio and telecommunications affairs.

Dr. Smith received his Ph.D. from the University of Pennsylvania and has gained a world reputation for his work on determination of radio propagation conditions from ionosphere data.

X X X X X X X X

HISTORY REPEATS ITSELF IN FACSIMILE BROADCAST

The first facsimile message to be received over VHF transmission on a speeding railroad train has been accomplished using the standard Bendix railroad radio equipment now in use on the Baltimore & Ohio Railroad. The event which marked anew forward step in communications was staged last week with a simple ceremony in the same room of the Capitol Building from which the first telegram was sent to Baltimore 102 years ago by S. F. B. Morse, inventor of the telegraph.

Miss Margaret Truman, daughter of the President of the United States, reiterated the original Morse message as she carefully penned in her own handwriting, "What Hath God Wroght". It was reproduced on a speeding B. & O. passenger train upon leaving Baltimore for a scheduled run to the nation's capitol.

X X X X X X X X

SARNOFF HAILS LARGE GI COLLEGE REGISTRATION; ZEST TO LEARN

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, said in an address to the graduating class of Bethany College, in West Virginia, last Sunday that it is an encouraging sign for the future of the United States that so many young men and young women have returned from the armed services to attend college.

General Sarnoff, who received an honorary Doctor of Laws degree at the graduation ceremonies, continued:

"These students from the armed services bring with them a new zest for learning. Their travels, their experiences on the battlefields, on the seas and in the air, have impressed them with the great importance of education in world affairs. They know that from science spring social and political implications. They have observed that invention does not find its place in the world within the walls of laboratories. Not until the work of the scientists is brought into the field to test its social aspects can the real value of discovery be established.

"We have an outstanding example in radio, for it was during the First World War that the radiophone began to talk. Suddenly it was realized that this device was not merely a new voice for use in war but a voice for service to people everywhere regardless of race or creed. The great industry of broadcasting became a new outlet for the liberal arts. Speech and music found new avenues of appeal and expression. Here was a new medium of communication - a new instrument of culture. Wisely the educators of America took up the microphone so that those who listened might learn.

"Similarly, out of the Second World War, television has emerged greatly improved by wartime research and development. Now, science offers the liberal arts a new extension in communication that appeals to both ear and eye. Television intensifies the responsibility of the educator, the theologian and the broadcaster."

X X X X X X X X

WGN GETS FIRST POSTWAR FM TRANSMITTER FROM G.E.

The first postwar FM broadcast radio transmitter to come off General Electric production lines has been delivered to WGN, Chicago Tribune station. It was placed in operation this week.

G. William Lang, Chief Engineer, said the 250-watt unit is the first of three GE transmitters ordered for WGNB, FM sister station of WGN. When all three are installed, they will bring WGNB's full-rated power to 20,000 watts.

X X X X X X X X

SUBMARINE RADIO FORMALLY MERGED INTO RAYTHEON

The merger of Submarine Signal Company into Raytheon Manufacturing Co. has now been consummated. The new Board of Directors of Raytheon consists of eleven members, as follows:

Amory Coolidge, Executive Vice-President of Pepperell Manufacturing Co.; H. J. W. Fay, former President of Submarine Signal; Ralph Hornblower, Hornblower & Weeks; William H. Raye, former member of Executive Committee of Submarine Signal. The preceding four Directors were Directors of Submarine Signal).

Also, Charles Francis Adams, Jr., whose father was a Director of Submarine Signal prior to the merger; Ralph D. Booth, Engineer, of Jackson & Moreland, Boston, Mass., and member of Executive Committee of Raytheon; William Gammell, Jr., First Vice-President of Providence Institution for Savings, Providence, R.I., and member of Executive Committee of Raytheon; George L. Langreth, Financial Consultant, Wood Struthers & Co.; Laurence K. Marshall, President and member of Executive Committee of Raytheon; Harold C. Mattes, Vice-President, Belmont Radio Corp., a subsidiary of Raytheon. (The last five named were Directors of Raytheon prior to the merger). Another Director is James V. Toner, President, Director and General Manager, The Boston Edison Company.

Upon the merger becoming effective, the capital stock of Submarine Signal Company was converted into common stock of Raytheon Manufacturing Company at the rate of 5½ shares of common stock of Raytheon Manufacturing Co. for each share of capital stock of Submarine Signal Co.

J. P. Morgan & Co., Inc. was designated as agent for the exchange of Submarine Signal capital stock for Raytheon common stock.

X X X X X X X X X

BOOK CRITIC LOSES RADIO SUIT

Supreme Court Justice Morris Eder in New York denied a temporary injunction to Martin Stone, author of the radio program, "The Author Meets the Critics", to restrain Station WHN, New York, from broadcasting a similar program entitled "Books on Trial".

Mr. Stone told the court that until recently his program had been broadcast over WHY from 8 to 8:30 P.M. on Mondays, and that on May 13, he terminated relations with WHN and arranged to broadcast over WQXR, the New York Times station. He then learned that WHN planned to broadcast "Books on Trial" at the time previously occupied by his program. Mr. Stone charged the Marcus Lowe Booking Agency and owners of the station with trying to confuse the public.

Justice Eder said he was satisfied that the defendants had taken necessary steps and that their program would not result in confusion.

X X X X X X X

DON LEE SHOWDOWN RE FCC NET JURISDICTION JUNE 17

Everything is all set for the inquiry by the Federal Communications Commission next Monday, June 17th, into possible option time violations by the Don Lee Network.

In a petition filed by Dempsey and Kaplovitz, Washington attorneys, Don Lee challenged FCC's authority over networks and questioned the Commission's right to jeopardize licenses of the Don Lee owned stations for acts of omission or commission by the net organization itself.

The Pacific Coast network's petition made the point that Don Lee can't be guilty of violating the anti-monopoly rules, since the rules do not apply to networks but only to licensees. FCC has no jurisdiction over networks and therefore if it suspects any overt violation, it should have Don Lee affiliated stations on the carpet and not the chain or Don Lee owned stations themselves, the petition argued.

X X X X X X X X X X

NEW MODEL RADIO CEILING PRICE REGULATION REVISED

Radio set manufacturers introducing new models may now calculate ceiling prices of these new models by in-lining them with sets they are already producing, the Office of Price Administration said June 7th.

In fact, sets now in production, and with established ceiling prices, must be used whenever possible for purposes of comparison and price alignment, OPA said. Comparison may be made with models last sold in 1941 and not now in production only when the manufacturer is introducing a model entirely unlike any he is now selling.

The OPA said that the radio regulation is also being amended to incorporate into the regulation certain price increases which heretofore had been authorized by order; however, OPA emphasized that the level of ceiling prices at all levels of production and distribution will not be affected by the June 7th action.

X X X X X X X X X

Beaches that were in total darkness to enemy observers were made clearly visible to U. S. Navy forces through the use of infra-red-sensitive electron telescopes and infra-red floodlights and markers developed by scientists and engineers of the Radio Corporation of America.

X X X X X X X X X

ARMSTRONG DISCOUNTS CLAIM THAT RUSSIAN INVENTED RADIO

Commenting upon an Associated Press dispatch quoting an article in the Soviet Periodical "New Times" headed "Russia Now Claims Inventor of Radio" to the effect that Alexander Popov, a Russian physicist, and not Marconi was the real inventor of wireless telegraphy, Dr. Edwin H. Armstrong, noted radio authority, wrote:

"While Marconi's position as the inventor of wireless signaling as a practical reality is so well established that it needs no defense, it may be of interest to set down once again the facts of his real accomplishment for the benefit of a new generation. They should be of particular interest to a generation which hears so much about science "and" invention, for Marconi's achievement is a precise illustration of one of those far more important cases of science "or" invention.

"Prior to Marconi, of course, experiments had been carried on with electromagnetic waves and their effects investigated in several countries. Marconi, in his early search for a practical wireless signaling system, proceeded along conventional lines in the use of these waves, and by the exercise of great ingenuity in the design and operation of the equipment succeeded in increasing the distance over which the waves could be detected from a matter of a few hundred feet to several miles. Optimistically, for Marconi was by nature an optimist, he hazarded the opinion that he hoped to extend this range to the hundreds of miles.

"This statement was severely criticized by men who were quite sure they understood the laws of nature which applied. Marconi, they said in effect, if he knew the first principles of the electric waves with which he was working, would know that they had the same properties as light rays and so traveled in straight lines; hence, once beyond the horizon, transmission would be cut off. Had Marconi been more of a scientist and less of an inventor he might well have agreed, concluded that his quest was hopeless, and stopped where he was.

"He did not do this. Instead, in the face of the 'scientific knowledge' of the day he went forward with a painstaking series of experiments which resulted in the discovery of a new principle. In effect, what this principle enabled him to do was to attach his radiated electric waves to the surface of the earth by the connection of his transmitter to an elevated and to an earthed conductor, and so to guide them around the curved surface of the earth and on to undreamed-of distances.

"Not for many years thereafter did Marconi or the scientific world realize exactly the principle which he had discovered, although Marconi understood very well how to apply it and how to practice it usefully. It was this discovery, made in the face of all the rules as set up by 'science', that placed Marconi's work in that more difficult-to-achieve relam which we label 'invention'.

"Marconi made the discovery because he was able to divine the limits of his own knowledge, to reject the easy path of arm-chair science, and to follow, instead, the hard road of laboratory and field experiment that led him, and him alone, to the invention of the wireless telegraph."

X X X X X X X X X X

McCOSKER, WOR CHAIRMAN, LAUDED FOR CARDIAC HOME FOUNDING

Judging from the praise bestowed upon them at the dedication of the McCosker-Hershfield Cardiac Home at Hilburn, N.Y., last Sunday, Alfred J. McCosker, Chairman of WOR in New York, and Harry Hershfield, radio commentator, have unknowingly built a great monument to themselves.

Inspired by the generosity for which they are both so noted, Messrs. McCosker and Hershfield have founded the first institution in the United States - if not in the world - providing convalescent care for needy adults suffering from heart diseases. Testimonial from 28 patients would indicate that though the first patient was admitted only last December, it is the biggest kind of a success.

Operated on a non-sectarian basis, it has a capacity of thirty-eight patients and provides convalescent care in an attempt to return them to an active, productive life.

The ceremonies attended by 300 persons opened with the raising of a flag by Col. James C. DiGiacomo, Chairman of the Dedication Committee. The speakers included State Supreme Court Justice Ferdinand Pecora, Thomas J. Curran, New York Secretary of State; Fannie Hurst, the writer, Mr. McCosker and Mr. Hershfield.

After the ceremonies, the visitors, including Mayor O'Dwyer, were taken on a tour of the three-story stone building and the grounds, covering eleven acres.

X X X X X X X X

G.E. SCIENTISTS FIRST "HAMS" ON 21,900 MEGACYCLES

Two scientists in the General Electric Research Laboratory at Schenectady have, for the first time in radio history, successfully completed operational tests with the highest amateur band ever allocated to "hams" in the ultra-high-frequency field - that of 21,900 megacycles.

One way communication also was established between the laboratory and the studios of General Electric television station WRGB, about a half mile away.

X X X X X X X X X

PAUL PORTER MAY - OR MAY NOT - RETURN TO FCC IF OPA KILLED

If Congress fails to extend OPA this week, obviously Paul A. Porter, Price Administrator, will be out of a job or if the OPA is hamstrung or mercilessly slashed, he may resign. In either contingency his old job awaits him as Chairman of the Federal Communications. The vacancy still exists since Commissioner C. R. Denny,Jr continues as Acting Chairman.

Whether Mr. Porter returns to the FCC, however, remains to be seen. It was the impression at the White House that President Truman could be expected to ask both Porter and Chester Bowles, Stabilization Director, to remain in Government service, possibly with other appointments. It was said that Mr. Truman might want them to fill two of the three posts of economic advisors who may take over much of the work John Snyder performed as Reconversion Director.

There is still another report that though Paul Porter is supposed to have an eye on the Kentucky senatorship several years hence, he may return to a more lucrative position in the broadcasting field.

X X X X X X X X X

1946 RADIO PARTS SHOW PINS UP NEW ATTENDANCE MARK

Figures released by Kenneth C. Prince, General Manager of the Show, reveal that 7,562 individuals registered for admission at the 1946 Radio Parts and Electronic Equipment Conference and Show in Chicago recently, and of these almost 2,500 were affiliated with distributing firms. This number included no radio servicemen or amateurs. The largest previous attendance at any trade showin this industry was 4,400 exclusive of radio servicemen and amateurs.

More manufacturers exhibited their products than in any previous show. There were 169 manufacturing lines and 14 publications occupying booths. This represents an increase of 40% over the largest prior year.

There is no estimate available of the volume of business which was done during the Show because of the serious questions raised about material shortages, price controls and delivery stumbling blocks. However, conservative estimates indicate that 90% of the dollars of radio parts distributor purchasing power in the country was represented at this Trade Show.

Foreign representation was significant. Canada had the largest number, with Mexico a fairly close second. Other foreign countries represented were England, France, Belgium, South Africa, China, Sweden, Denmark, the Philippine Islands, Argentina, Cuba, Siam, and the Territory of Hawaii.

X X X X X X X

RMA HEAD SEES TROUBLES STILL AHEAD FOR SET MANUFACTURERS

Slowdowns are in sight notably because of shortages in copper wiring, condensors and tube bases, R. C. Cosgrove, President of the Radio Manufacturers' Association, told the radio manufacturers assembled in Chicago this week.

The tube base supply is largely exhausted, he said, because of the long strike at Westinghouse Electric Corporation. The next sixty days will find the tube bottleneck extremely tight, he said.

Radio set production has reached 1,000,000 units a month, almost the level of pre-war production in 1941, Mr. Cosgrove disclosed. About 4,500,000 sets, mostly in smaller models, have been built since V-J Day, and 7,500,000 are expected to be produced in the last six months of 1946. In 1941 a total of 13,000,000 sets was produced.

Mr. Cosgrove held out little hope for early volume production of bigger sets incorporating phonographs and FM because of wood shortages.

X X X X X X X X X X

PETRILLO SEEN USING ANTI-PETRILLO LAW AS SPRINGBOARD

An insight into the strategy of James C. Petrillo, President of the American Federation of Musicians, is given by Jack Gould, Radio Editor of the New York Times, who covered the recent convention at St. Petersburg, Florida.

Mr. Gould writes:

"If James C. Petrillo has his way the radio industry is scheduled to be hoist by its own petard. With characteristic cunning, the controversial labor leader has shown no fear of the new anti-Petrillo law which many broadcasters hoped would curb his activities. Instead he has used it as a springboard to launch a spectacular new phase of the campaign which he has had in mind all along - to increase many times radio's annual bill for music.

"Mr. Petrillo's strategy admittedly is unique in industrial labor relations but its sheer novelty is one factor which makes it more difficult for the broadcaster, and possibly Congress, to combat.

"In essence, Mr. Petrillo's threats to close down the national radio networks and paralyze the recording industry, voiced here last week at the union's annual convention, do not represent a possible 'strike' in the generally accepted sense. Rather they

are symptomatic of the beginning of the final stages of the union's prolonged fight against 'canned music'.

"Primarily, Mr. Petrillo is not thinking in terms of such petty matters as wages, hours and working conditions, typical of the usual negotiations with employers. His targets are the radio and recording industries as a whole and the larger share in their profits to which he believes musicians are entitled. The stakes are literally millions of dollars a year and, if Mr. Petrillo achieves his aim, would represent the first successful resistance to the consequences of technological advance. * * *

"Mr. Petrillo himself told the delegates at one point, 'you have too much red blood in your veins to say to Petrillo, "sit there and die."'

"The delegates agreed in a burst of applause which may echo in radio, in music, and in Congress, for a long time."

X X X X X X X X

BENDIX RADIO TO PRODUCE COLOR TELEVISION RECEIVERS

The Bendix Radio Division has taken a license to produce color television receivers under patents of the Columbia Broadcasting System, it was announced today (Wednesday, June 12th) by Charles Marcus, Bendix Aviation Corporation, Vice-President in charge of Engineering.

Immediate plans call also for the establishment of an experimental color television transmitter at the research and engineering laboratories of the main Bendix Radio plant in Baltimore, Maryland, said Mr. Marcus. Television development and research will go forward on an extensive scale to permit the manufacturing of television receivers for the home. This will augment the complete line of AM and FM radios and radio-phonographs now in production in the Baltimore and Pomona, California, Bendix Radio plants.

X X X X X X X X X

CONFIRMATION OF COMM. WALKER DELAYED; NO OPPOSITION SEEN

The confirmation of the nomination of Paul A. Walker, Oklahoma Democrat, to another seven year term on the Federal Communications Commission, which was sent to the Senate by President Truman about a month ago, is still pending before the Senate Interstate Commerce Committee. No opposition has been raised against Commissioner Walker's appointment as far as known. It was said at the Committee that the delay was due to press of other matters but that it was certain action would be taken before Mr. Walker's term expires June 30th.

X X X X X X X X X X

FURTHER REDUCTIONS IN OVERSEAS RADIOPHOTO RATES BY RCA

Substantial reductions in radiophoto rates to six overseas points were placed in effect on June 10th by R.C.A. Communications, Inc, to cover transmissions between New York and Stockholm, Nurenberg, Berne, Rome, and Buenos Aires, and between San Francisco and Honolulu. Previous rate reductions have decreased the cost of radiophoto service on the New York-London and New York-Paris circuits.

The new rate for the six circuits will be $20 for the minimum of 150 square centimeters (about 24 square inches) and $10 for each additional block of 100 square centimeters.

Thompson H. Mitchell, Executive Vice-President, said that additional reductions in the rates for radiophoto service between New York and Cairo and between San Francisco and Melbourne, Australia, are contemplated.

X X X X X X X X X X

MANUFACTURERS URGED TO PROD CONGRESS MEMBERS ON PATENT BILLS

The National Association of Manufacturers has sent the following "S.O.S." to its members regarding pending patent bills:

"On May 8 we wrote you concerning the important Lanham Trade-mark bill. Since that time the Senate Committee on Patents has reported out the measure with certain amendments. Up to the present, however, the Senate has taken no action. Consequently, we hope that if you have not already done so, you are planning to advise your Senators of your interest in the bill.

"In addition to this bill, there are certain patent measures designed to improve and strengthen the patent system which have been passed by the House of Representatives after careful examination by its Committee on Patents and by the House itself. These measures are the Boykin Patent Priority bill, H.R. 5223; Boykin bill for recording of patent agreements, H.R. 3756; Henry bill for simplification of accounting procedure, H.R. 5311, and Lanham bill, H.R. 1439.* * *

"Unless prompt action is taken by the Senate, these important measures will dies in this session of Congress. All of the time and effort which the members of the House of Representatives have put into these bills will be lost if prompt action is not forthcoming. Therefore, it is hoped that all who are interested in the patent system will write their Senators urging the immediate passage of these measures as well as the Lanham Trade-mark bill."

X X X X X X X X

MARGARET TRUMAN AGAIN TALKED OF AS RADIO POSSIBILITY

There is again talk that Miss Margaret Truman may yield to some of the numerous radio offers that have been coming to her since going into the White House.

Indicative of this is a story that as long ago as last October Miss Truman while visiting in New York went to the studio of a well known singing teacher and asked for a voice test saying her name was Miss Wallace.

The teacher was busy, and Miss Wallace waited patiently for several hours. Finally, she was admitted, sang a few songs, and was told she had a "lovely voice", much talent and musicianship. On her way out, the flushed girl dropped her scores and the singing teacher noticed they were marked "Margaret Truman". The President's daughter, on an incognito trip, had assumed her mother's family name to get a candid professional opinion on whether she could sing.

There is a report from New York that Miss Truman would appear on "The Great Moments in Music" (Cellophane) program but no confirmation of this could be secured at the White House.

X X X X X X X X X X

NEW LIGHTWEIGHT AIRBORNE RADAR INCREASES FLIGHT SAFETY

Lightweight airborne radar equipment, employed on a scheduled transport operation for the first time when a C-54 flew from Westover Field, Massachusetts, to Paris, France, recently, promises to make a considerable contribution to safety in flight, it was disclosed by Headquarters, Army Air Forces.

This trans-Atlantic trip, supervised by the North Atlantic Wing of the Atlantic Division of Air Transport Command, marked the first extended range use of lightweight airborne radar equipment installed and utilized for the purpose of aiding an aircraft to complete successfully a scheduled flight.

The high speeds of modern airplanes have increased the importance of pilots avoiding areas of dangerous turbulence, and lightweight radar is certain to help a pilot to orient himself further to weather conditions, AAF radar officers say. The new development will aid in making flights safe in all kinds of weather.

Also, increased speed has made it even more necessary for pilots to avoid flight path hazards where other aircraft or terrestrial features may be encountered, and lightweight radar will act as a safeguard against a plane entering these areas.

The new equipment was designed and developed for the AAF during the war, under the direction of Dr. Lee Durbridge and his associates at the radiation laboratories of the Massachusetts Institute of Technology.

X X X X X X X X X

SCISSORS AND PASTE

Labor Paper Blasts Government Ownership of Radio
("The Labor Union" American Federation of Labor, Dayton, Ohio)

"By comparison of free American radio, or press, to governmental owned and operated radio of other countries, one must only have been subjected to foreign broadcasts, such as the British Broadcasting Corporation, to have them spurned as did our servicemen and women overseas; or to such monuments of propaganda and misinformation as Radio Berlin, Radio Rome or Radio Tokyo.

"In this day of controversy and infiltration of un-American ideals the American press and radio have assumed a sacred obligation toward the people.

"There are those who seek governmental control of American radio under the guise of 'sheltering' the listener of so-called annoying commercial announcements and programs, termed 'unfit' for the listener. * * * * *

"Governmental ownership of radio would soon be followed by similar ownership and control of the press; schools would soon become State schools and the church would soon be abolished or become a state church.

"Just as the press and radio have an obligation to the American people so have the American people an obligation to protect the freedom of the press and radio."

- - - - - - - -

Senator Wheeler Protests Truman Labor Move
(Jay C. Hayden in "Washington Star")

Senators Wheeler of Montana and O'Mahoney of Wyoming went to the White House Wednesday to warn President Truman of the dire plight in which the Democratic party in the whole Rocky Mountain region has been placed by the President's drastic anti-strike move.

Just what these Senators said has not been revealed, but it is a fair guess that they told the President that unless something is done to repair this situation, and especially the administration's break with railroad unions, no fewer than eight Democratic Senators from the West may be beaten.

Besides Wheeler and O'Mahoney, these are Gossett of Idaho, Chavez of New Mexico, Mitchell of Washington, Carville of Nevada, Murdock of Utah, and McFarland of Arizona.

- - - - - - - - -

St. Louis Mobile Radio-Phone Service Working; $15 A Month
("Editor and Publisher")

A reporter of the St. Louis Globe-Democrat, on the invitation of the Southwestern Bell Telephone Company, had occasion to try out the new mobile radio-telephone system.

While riding through St. Louis' Forest Park, the reporter reached for the telephone under the dashboard of the specially equipped car and pressed a button. That put him in contact with

the telephone company's mobile service operator in the long distance exchange. She identified herself and said, "Number please?" The reporter said, "Garfield 1212" - and immediately he got the Globe-Democrat's city desk.

In reverse procedure, the city desk, about 20 minutes later, called the long distance mobile service operator and gave her the car telephone number - WJ2-2397. The call went through and caught the reporter out in St. Louis County, some 10 miles away from where he had originally called. The conversation came through clearly.

The innovation, which links two-way radio with the public telephone system is designed primarily for newspapers, taxicab companies and trucking lines, but telephone engineers say it probably will soon be used from home to car.* * * The receiving and transmitting units are contained in two small field boxes which fit easily into a car trunk. A 2-foot antenna completes the mobile installation.

The cost, subject to approval by the Missouri Public Service Commission, will be $15 a month, plus installation fee and a charge for each call, based on time and distance within the area 75 miles in diameter.

- - - - - - - - - - - - -

High Court Decision Re Alleged FCC Subversives Applauded
("Washington Post")

In its decision in the cases of Watson and Dodd, FCC employees and Lovett of the Virgin Islands, the Supreme Court has reasserted a constitutional doctrine vital to the protection of individual liberty. It has held invalid an act of Congress which, three years ago, proscribed these men by name from future paid employment by the Government of the United States. A little more than three years ago on May 13, 1943, when the proscription of two of these men was proposed in the House of Representatives, The Post declared in an editorial: "If Congress follows such a course, it will be guilty at once of legislation in the nature of a bill of attainder and of a gross usurpation of executive authority."

- - - - - - - - - - - - -

Really!
("Variety")

Looks like the fun is just beginning. George Washington Hill, the American Tobacco tycoon who is said to be the inspiration for the central character in Frederic Wakeman's lampooning of the ad agency business, "The Hucksters", is reported to have passed the word along that he doesn't want to catch any employees reading or discussing the book.

Which has cued one agency's gagster's comment : All secretaries at Foote-Cone-Belding agency and American Tobacco Co. have been told to turn in their Womrath cards.

X X X X X X X X X

TRADE NOTES

A phonograph-radio (Model EK-265), one of the first to come off the Farnsworth Television & Radio Corporation's production lines, recently was presented to students of the elementary Riverside School, Fort Wayne, Indiana, by the Parent-Teacher Association of the school, which purchased the instrument. Purpose of the gift, the PTA stated, was to enable the young students to hear educational programs on the air as well as listen to various phonograph selections with educational value.

The British Broadcasting Corporation has appointed Major-General Edward Ian Jacob, C.B., C.B.E., to be Controller of the BBC's European Services. Major-General Jacob, who is at present Military Assistant Secretary to the Cabinet, will join the BBC and take up his new duties on July 1st.

A dividend of 87½ cents per share has been declared on the outstanding Radio Corporation of America shares of $3.50 Cumulative First Preferred Stock, for the period from April 1, 1946 to June 30, 1946. The dividend is payable July 1, 1946, to holders of record at the close of business June 17, 1946.

It was reported from Eindhoven, Holland, that the Board of Directors of Philips Incandescent Lamp factories will propose a 6 percent dividend on connom and preferred stock for the fiscal years 1939-1940, 1940-1941 and 1941-1942 and a similar dividend on preferred stock only for the years 1942-1943, 1943-1944, and 1944-1945, it was disclosed. The proposal will be made to the annual general stockholders' meeting on June 21st.

Haraden Pratt, Vice President and Chief Engineer of the American Cable & Radio Corporation, and Chairman of the Radio Technical Planning Board which serves United States government departments and military services, has departed for Bikini Atoll in the Pacific as an official guest of the Army and the Navy and a civilian observer at the forthcoming atomic bomb tests.

The ceiling price on the little 1947 Crosley four passenger sedan has been set at $749.

A weatherproof and "foolproof" in-car speaker, terminal box, and speaker-receptacle unit for drive-in theatres, designed for permanent location on the parking ramps, is now in production and ready for distribution by the RCA Engineering Products Department.

Edwin Seaver in place of John Mason Brown who is ill, will review Frederic Wakeman's "The Hucksters", a story of radio advertising, on "Of Men and Books," Saturday, June 15 (WABC-CBS, 2: P.M.EDT)

Philco has largely overcome the critical shortage of cabinet woods for radio receivers and radio phonographs by acquiring approximately 22,000 acres of standing timber in North and South Carolina. Adjacent logging and sawmill facilities have already been established, the Company advises, and operations are now underway.

The "Standing Room Only" sign soon will again confront network radio advertisers, following the recent flow of new accounts signed on the Columbia Broadcasting System, William C. Gittinger, CBS Vice-President in Charge of Sales, predicted last week.

"Within the last month, CBS has signed three half-hour periods and one quarter hour period, all scheduled to start new broadcast series within sixty days", Mr. Gittinger said.

Dancer-Fitzgerald-Sample, Inc., has filed for incorporation of its radio department as a separate entity under the name of Features Productions, Inc. Those in the operation will be the present radio department of Dancer-Fitzgerald-Sample and additional creative show talent. The principal office will be in the agency's quarters at 247 Park Avenue, New York, New York.

A four weeks' course in television theory and operation, designed expressly for engineers of broadcasting stations, will be conducted this Summer by RCA Institutes, Inc., in cooperation with the National Broadcasting Company and the RCA Victor Division. The course opened June 3rd and will continue in session five days a week until June 28th. It is a repetition of similar courses instituted in 1944 and 1945.

Col. John A. Holman has been appointed Business Director of Westinghouse Stratovision, the new system of airborne television and FM radio transmission which the Company has under development. Colonel Holman is a veteran radio executive who assisted in organizing the present NBC network more than 20 years ago.

Intra-store television made its initial appearance in the Mid-South during the Memphis Cotton Week Festival, when the B. Lowenstein and Brother Department Store, in cooperation with the RCA Victor Division of the Radio Corporation of America, presented a series of television shows which were seen during the week by an audience estimated at 75,000.

Television, broadcast from the Eiffel Tower, was a striking and popular feature of the Paris Exposition of 1937. I. T. & T.'s French associate, whose earlier pioneering of microwaves helped lay the groundwork for television, designed and installed the world's largest television station in the Eiffel Tower. The equipment has been modernized recently for high definition 1000-line television. A special coaxial cable 3 inches in diameter was designed and installed to link the transmitting apparatus at the base with the antenna at the top of the tower.

X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING CO., Inc.
LEGAL DEPARTMENT
RECEIVED
JUN 21 1946
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

INDEX TO ISSUE OF JUNE 19, 1946

"Televisionaries", Says McDonald Citing Vast Sums Needed.....1

Don Lee FCC Net Jurisdiction Hearing Goes Over Until Fall.....3

Complaint Against Duffy's Tavern Reaches FCC And Congress.....4

Shouse Urges Publishers "To Look Before They Leap" Into FM.....5

300,000 TV Viewers Reported In London.....6

New Center To Demonstrate TV In "Middle Metropolitan" City.....7
FCC Commissioner Walker Confirmed For Another 7-Year Term.....7

9,603,000 Families Considering TV Set Purchase, Survey Shows.....8
Naval Academy Cadets Visit Federal Telecommunications Labs.....8

Govt. Officials Scramble For Washington TV Fight Tickets.....9

Cosgrove Drafted For Third Term By Radio Manufacturers.....10

NBC Turns Down Music Camp Broadcasts.....11

OPA Gives Radio Cabinet Makers 3% Price Increase.....12
Death Of John L. Baird, British Television Pioneer, Mourned.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1729

June 19, 1946

"TELEVISIONARIES", SAYS McDONALD CITING VAST SUMS NEEDED

"Like the movies, television has had many false starts and failures. It will fail again unless it finds a box-office to pay the huge cost.

"The televisionaries are beating their drums again. They don't intend to harm anybody, but they can hurt your pocketbook and disappoint your hopes, just as they have at intervals for the past fifteen years."

Thus Gene McDonald, of Chicago, who himself owns a television station and is a manufacturer of television sets, touched off another blast in his one-man war against what he claims to be the launching of television without first providing a sound plan to finance its development. Commander McDonald's latest expression on the subject is an article "Television Will Cost Big Money" which will appear in Collier's for June 29th, which will be on the newstands this week (Friday, June 21st).

Although McDonald handles the discussion in his usual vigorous manner, he concludes more or less soothingly:

"There is nothing wrong with television that money won't cure. And the sooner we can convince televisionaries that the advertisers haven't sufficient money to pay for the type of continuous programs that will be necessary to make the public buy television receivers by the millions, the sooner the industry will start applying its brains to a technical solution to obtain a box office.

"When this problem is solved, television will become a great industry, and will have fulfilled its promise of bringing new and better entertainment to the American home."

Some of the outstanding paragraphs of the article follow:

"Television enthusiasts talk in terms of five or more stations per city. If there were five stations in one city, the cost of providing each with four hours of daily entertainment produced to motion picture standards would be two billion seven hundred million dollars per year. This is more than American business spends on every form of advertising combined, from direct mail and billboards to radio, newspapers, and magazines."

* * * * * * * *

"Since television will be competing with the movies as a means of mass visual entertainment, there is no reason to believe that its production costs can be lower than the movies'.

"And there is one more illuminating comparison between radio and the movies. The motion picture entertainment on which the public spends one and one half billion dollars a year is ridiculously small in quantity when measured against radio's insatiable appetite. The entire production of new motion pictures averages only about two hours of new film per day, enough to fill the hours from 7 to 9 P.M. on one television network. Radio's four major networks alone produce sixty-four hours of new entertainment each day. The public pays five times as much for two hours of new movie entertainment as the advertiser pays for more than sixty-four hours of new radio entertainment."

* * * * * * * * * *

"Here are some significant figures:

"There is no way of determining accurately the number of people who listen to radio every day, but it seems conservative to estimate the audience as at least 100,000,000 people. Radio is supported entirely by advertising, at a cost to advertisers of about $400,000,000 per year.

"Magazines, weekly and monthly, have a circulation of about 174,000,000, and account for about $450,000,000 of the nation's annual advertising bill. In addition, the public pays $310,000,000 a year to purchase magazines to make the total cost about $760,000,000.

"Daily newspapers have a circulation of about 48,000,000; Sunday newspapers, about 40,000,000. Cost to advertisers who use these papers is about $660,000,000 a year and the public spends $766,000,000 a year to buy these papers for a total of $1,400,000,000.

"Movies have a total of 4,940,000,000 paid admissions per year, for which they collect $1,500,000,000.

"In spite of their large advertising revenue, newspapers and magazines require income from their circulation in order to operate as businesses. Radio is the only large-scale purveyor of news and entertainment that has been able to exist solely from the sale of advertising. The advertiser pays for everything that goes out over the air, including Presidential speeches, public service programs, sustaining programs, etc., because advertising is radio's only source of income.

"On the other hand, some publications have prospered entirely or largely from their circulation revenue, with little or no income from advertising. The movies are doing nicely without any advertising revenue at all; their box-office income is nearly four times what the advertisers spend for radio, although their daily audience is only a fraction of radio's.

"Radio has succeeded with its present commercial setup because it is cheap, but there is no indication that television will be the same. The eye is much more fickle than the ear. People

can listen to radio with half an ear, can enjoy the same music played over and over again, are even free to do other things while listening to the inexpensive plays presented by radio. They can lay down a newspaper or magazine, pick it up later, and continue reading where they left off (they may even see the same ad four or five times).

"But television, to hold interest at all, must present such superlative quality that it will draw the viewer from all other activity with never an inattentive pause. There can be no backtracking to pick up loose ends. Television producers have already learned that once a viewer's attention wavers, he is lost for that particular show, which means that the advertiser can count him out when the carefully planned commercial is presented."

* * * * * * * * *

"Various reasons have been advanced to explain these (commercial) failures. Business cycles, technical changes, The Federal Communications Commission and the war have all been successive whipping boys, and it is probable that now some are preparing to put the blame on James Caesar Petrillo, boss of the American Federation of Musicians. The real reason is that the industry has consistently followed a blind alley of illusion instead of studying and finding solutions for the full scope of television's problems."

* * * * * * * * * *

"We are not manufacturing black and white receivers for the wave bands now assigned to television because we know that these sets would become obsolete within the next year or two, but we are building receivers for the new high-definition, full-color television. These sets will not be sold; they will be loaned to our executives and engineers. We have no intention of placing them upon the market until we are reasonably sure that television is on as sound a basis artistically and economically as it is technically."

X X X X X X X X X X

DON LEE FCC NET JURISDICTION HEARING GOES OVER UNTIL FALL

The hearing set for last Monday in the case of the Federal Communications Commission versus the Don Lee Network, has been postponed until October 5th. The network had been charged with possible option time violations.

Don Lee had made the point that it couldn't be guilty of violating the anti-monopoly rules since the rules do not apply to networks but only to licensees.

X X X X X X X X X

COMPLAINT AGAINST DUFFY'S TAVERN REACHES FCC AND CONGRESS

Representative Thomas J. Lane (D), of Massachusetts, brought to the attention of the House a complaint Patrick J. Scanlon, a Catholic of Lawrence, Mass., had made to the Federal Communications Commission with regard to the Duffy's Tavern program over the National Broadcasting Company and sponsored by the Bristol Meyers Company of New York. Mr. Scanlon wrote:

"I have written this sponsor regarding their sponsoring of this offensive program, which, in our opinion, is a direct insult to people of Catholic faith and Irish ancestry, but a reply from them states that they are unable to control this person who broadcasts under the name of Ed Gardner, and are, therefore, unable to remedy the situation.

"The Bristol Myers Co. admits that the program is offensive but that they are unable to do anything about it, as this person, Gardner, persists in his weekly insults, with the full knowledge that the program is offensive.

"A letter to NBC brought no satisfaction."

Mr. Scanlon endosed an editorial from the Pilot, official organ of the Catholic Archdiocese of Boston which read, in part:

"Just after St. Patrick's Day we referred editorially to the radio program Duffy's Tavern, sponsored by the Bristol Myers' products, Minit-Rub and Vitalis. It seemed to us that the Vitalis and Minit-Rub humorists showed poor taste in dragging the revered name of St. Patrick into the whisky-soaked atmosphere of Duffy's saloon. We accused them of nothing worse than bad taste. It was never our thought that Archie, the manager, and his supporting cast intended a deliberate insult to Catholics. But after the program the evening of May 31, we are not so certain that the Duffy's Tavern people are merely having fun.

"The May 31 program opens with Archie's account of a wake he attended the previous evening. The wake was a rowdy, disreputable affair. And as usual the characters were O'Flaherty, O'Rourke, etc.

"So apparently Minit-Rub and Vitalis intend to go on lampooning Americans of Irish antecedents. They know that the humor of the Duffy's Tavern program conveys offense. And while there is no law to punish boorishness, neither is there any law compelling Catholics to make boorishness profitable."

X X X X X X X X X

Nell Daugherty of Station WSTC at Stamford, Conn., was re-elected Chairman of the first district of the Association of Women Directors of the National Association of Broadcasters at the annual business meeting of the group at Portsmouth, New Hampshire.

X X X X X X X X X X X

SHOUSE URGES PUBLISHERS "TO LOOK BEFORE THEY LEAP" INTO FM

Addressing the National Editorial Association at Estes Park, Colorado, last week, James D. Shouse, Cincinnati, Vice-President of The Crosley Corporation in Charge of Broadcasting, cautioned the editors and publishers against going into FM broadcasting without carefully considering what they are getting themselves into.

"A great many smart people in our industry", Mr. Shouse said, "have both written and gone on record verbally as to just what is going to happen in broadcasting. They have projected Frequency Modulation in quite specific terms. The Columbia Broadcasting System already has on paper a Frequency Modulation network of two hundred stations, and they propose that Amplitude Modulation - our present form of broadcasting - will rapidly disappear from the picture. They may be right, but I doubt it.

"In 1944, in a talk which I gave before the Radio Executives Club in New York, I said, in substance, that for the past two or three years Frequency Modulation appears to be attracting much more attention than Television. This I could never fully understand. Now we have an experimental Frequency Modulation station in Cincinnati and have applied for one in Columbus. We may apply for additional ones, but I cannot help but feel that a great deal of the impetus, the promotion and the preferential consideration being given to Frequency Modulation arises out of the general problem of allocation of broadcasting facilities, as distinguished from any real need for Frequency Modulation on the part of the public.

"I have never been able to understand why the mere fact of being able to do approximately the same thing, but in a different way, represents an impelling reason to induce a replacement of one form of broadcasting for another. I think that very influential forces in the industry, who are concerned primarily with an equalization of facilities, see in Frequency Modulation a means whereby all broadcasters can be put on a common denominator. American business has not, and I doubt seriously whether it ever will, react to such a desire, no matter how strong it might be on the part of some broadcasters who hope, through Frequency Modulation, to cut all broadcasters down to their level. If the things claimed for Frequency Modulation are as definite and as positive in fact as the claims are in theory, I think it would be well to assume that the people, today, who are big in Amplitude broadcasting will continue to be big in Frequency Modulation broadcasting. Television, on the other hand, does not represent a new way of doing the same thing that has been done before. It does not supplement a coupe with a sedan. I am inclined to believe, therefore, that Television, given a fair opportunity to do so, may cause an appreciable slowing up of the Frequency Modulation movement. * * * *

"Now the problem which Frequency Modulation prompts is simply this: our present standard broadcast band for Amplitude broadcast stations is about used up. There are today few communities in the country where Amplitude Broadcasting frequencies may

be additionally assigned. There are still some twenty stations in the United States assigned to the exclusive use of 20 frequencies, and the Commission is attempting to formulate a basis for deciding whether or not these frequencies shall any longer be assigned for exclusive use, but shall be duplicated, thus providing room for some thirty, forty or fifty additional stations in the standard broadcast band.

"The real problem presents itself in the economic aspect of broadcasting in a small community. The fact that Frequency Modulation will permit almost anyone in a small town to build a station does not carry with it the assurance, nor in many cases the likelihood, that the station can support itself. As the structure of broadcasting is broken down into smaller and smaller units, the cost of supplying service to the American people is bound to increase, and under our American system these increased costs can not be met by Government subsidy, which I assure you I do not favor any more than you would favor it in the conduct of your newspaper publishing. These costs can only be met from advertising. I know of no one in this industry who is smart enough to tell how far costs can be increased without broadcasting hitting the dividing line between a good advertising buy or a bad one. I, personally, believe that there is room for a great many more broadcasting stations in this country. I equally feel that the big metropolitan markets are already being adequately served and that the best opportunity of increased service to the American people is to provide more stations in smaller towns. * * * *

"I would not like to see you be sold a bill of goods on Frequency Modulation one way or the other. Frequency Modulation to some of you offers a real potential for increased service; for others of you, there are still some Amplitude broadcasting available. I can only urge that before you leap, you look. Before spending money on applications and transmitters, spend a smaller amount of money for a careful, exhaustive and comprehensive study of your market in its relation to broadcasting. The Commission, I am sure, will supply all possible help to you, and I would additionally urge that those of you who are interested in Frequency Modulation, or Amplitude Modulation, spend a modest amount of money in analysis and investigation. It will save you, I am sure in many cases, a lot of uncertainty, confusion and heartache."

X X X X X X X X

300,000 TV VIEWERS REPORTED IN LONDON

Opening telecast of the London Victory Parade last Friday after seven years of war-imposed inactivity, was viewed by 300,000 persons, according to dispatches from there.

X X X X X X X X

NEW CENTER TO DEMONSTRATE TV IN "MIDDLE METROPOLITAN" CITY

Development of an outstanding radio center is nearing completion in Fort Wayne by the Farnsworth Television & Radio Corporation. It is designed to provide Northeastern Indiana with television, frequency modulation and improved regular amplitude modulation broadcasting services, all originating and controlled from newly built central studios in downtown Fort Wayne. Facilities for all three services will be among the most complete and modern in the country, E. A. Nicholas, President, said.

Final touches are now being put on the Center's new studios. Farnsworth's AM station, WGL, already has begun originating programs from the new all-purpose quarters.

As a part of the Fort Wayne Radio Center development program, WGL has applied to the Federal Communications Commission for an increase in power, so that its improved facilities may be made available to a larger public audience.

FCC hearings on Farnsworth applications for an FM broadcasting license are scheduled to begin June 27 in Fort Wayne, Mr. Nicholas said. If granted this license, the company plans to have an FM transmitter of latest design, built in its own engineering laboratories, in operation by early Fall.

Mr. Nicholas revealed that Farnsworth television transmitting and receiving equipment is currently being field tested in the Fort Wayne area, an experimental license for this purpose having been granted by the FCC in May. Application for a commercial license will be made at a later date, he said, with the aim of developing Fort Wayne, a city of 130,000, into one of the outstanding pioneer television broadcasting centers in the United States.

X X X X X X X X

FCC COMMISSIONER WALKER CONFIRMED FOR ANOTHER 7-YEAR TERM

Paul A. Walker, the only original member of the Federal Communications Commission, was confirmed by the Senate last Saturday for another seven-year term at a salary of $10,000. Little doubt was expressed that Commissioner Walker would be confirmed but the formal action was delayed by a pressure of other matters on the Hill due to the desire of Senators to get home to prepare for Fall elections.

Commissioner Walker was appointed by President Roosevelt in 1934. He was formerly Chairman of the Oklahoma Corporation Commission having Statewide jurisdiction over common carriers. Commissioner Walker was credited with being the mainspring which activated the FCC's A. T. & T. investigation some years ago.

X X X X X X X X X X

9,603,000 FAMILIES CONSIDERING TV SET PURCHASE, SURVEY SHOWS

A possible market potential for home television receivers which may reach nearly 10 million sets during the next five or six years providing telecast facilities are made available in all urban areas was revealed Tuesday by Frank Mansfield, Director of Sales Research for Sylvania Electric Products, Inc. He based his report on the answers given by home radio listeners, 28% of which are now located within range of existing television transmitters. "The public", he said, "was asked if it wanted television; what price it thought it would pay for a home receiver; and results it would expect from the set."

"26.6% of the urban families interviewed said they definitely planned to buy a television receiver", he continued, "and 18.5% were considering television but had not definitely made up their minds. In other words, 45.1% or possibly 9,603,000 families are considering television but had not definitely made up their minds. In other words, 45.1% or possibly 9,603,000 families are considering the purchase of a home television set. These possible prospects are pretty evenly distributed in different income groups. The only significant drop is in families with normal annual incomes of less than $1,000."

When asked how much they thought they would pay for a television receiver, Mansfield stated that 58.9% said they would pay from $100 to $249 and 31.0% said they would pay from $250 to $500. Only 3.4% said they would pay less than $100 while 5.9% appeared to be willing to pay more than $500. The average price for all families interested in the purchase of a television set was in the $250-$500 range.

Commenting on what the public expects from a television receiver, Mr. Mansfield said that a set designed for four people viewing at one time apparently filled the average need of about 80% of the families.

X X X X X X X X X

NAVAL ACADEMY CADETS VISIT FEDERAL TELECOMMUNICATIONS LABS.

A group of officers from the United States Naval Academy at Annapolis, who are specializing in electronics engineering as part of the Navy's program to keep the United States in the forefront in this highly important field, last week visited the Federal Telecommunication Laboratories, Inc., in New York City.

The next day the group visited the laboratories of FTL at Nutley, New Jersey. There they viewed the latest developments of radio aids to aerial navigation and witnessed a demonstration of ultra-high frequency direction-finder operation. The direction-finder system, developed by International Telephone & Telegraph Corporation engineers, recently was accredited by the Navy as playing a major role in combating the Axis submarine menace during the war.

X X X X X X X X X

GOVT. OFFICIALS SCRAMBLE FOR WASHINGTON TV FIGHT TICKETS

Most everyone connected with the National Broadcasting Company in Washington from Frank M. Russell, Vice-President, and Carleton D. Smith, General Manager, down to little Miss Mary Cavanaugh, in charge of the press, has been in hiding for the past three days from an unprecedented horde of Government officials (many in the very top brackets) seeking tickets for the Washington television showing tonight (Wednesday, June 19) of the Joe Louis-Billy Conn heavyweight championship fight.

"I am afraid to go out on the street for fear about three people may shoot me", Miss Cavanaugh exclaimed.

Although there has been little publicity locally about the Washington showing, word quickly got around town about it to such an extent that before anyone now calling NBC can state his business he is apt to be greeted with "Sorry, no more fight tickets."

The crowd which can be accommodated is limited to the Hotel Statler ballroom, the largest in the city, where NBC is throwing a grand party tonight (Yankee Stadium weather permitting) to which President Truman, Cabinet members, 350 Senators and Representatives, Supreme Court members, FCC officials and others have been invited. Acceptances are pouring in fast and have already been received from Secretary of Commerce Wallace, Attorney General Tom Clark, Secretary of the Interior Krug, and Secretary of the Treasury Snyder.

Adding to the realism of the occasion are specially printed "NBC Television Ringside" tickets of admission, a facsimile of the real thing at Yankee Stadium.

Plans for the telecast have been completed by the staff of WNBT, NBC's television station in New York. Five cameras, including three new RCA Image Orthicons, are to be located at the righside. A special control room to handle the five-camera pickup is being built at the stadium. Microwave relays, as well as calbe circuits to NBC's control room at Radio City, will be employed.

From Radio City the telecast will be carried by A. T. & T. coaxial cable to the top of the Empire State Building where it will be broadcast to the New York area. It will also be carried from Radio City by coaxial cable to Philadelphia where it will be broadcast by Philco station WPTZ and to Washington to the A. T. & T. terminal where it will be furnished to the Dumont Television Station W3XWT in Washington and to the official NBC Washington viewing at the Hotel Statler.

According to the New York Times, the television rights for the fight cost NBC $125,000.

"Undoubtedly television has hurt the ticket sale", James P. Dawson wrote in the Times. Private parties are being arranged within the range of television's limited scope by some boxing followers who rebelled at the $100 ringside charge and others who prefer the comfort of home to the inconvenience ordinarily associated with such a huge undertaking."

X X X X X X X X X X

COSGROVE DRAFTED FOR THIRD TERM BY RADIO MANUFACTURERS

Drafted for a third term as President of the Association was R. C. Cosgrove, Vice-President and General Manager of The Crosley Corporation, Cincinnati, Ohio. Mr. Cosgrove was reelected and inaugurated in the presence of the membership of the Radio Manufacturers' Association in Chicago last week, and was presented with a trout fishing kit on behalf of the RMA Board of Directors, by former President and now Treasurer Leslie F. Muter. Over 500 industry leaders attended the event. Mr. Muter was reelected to an eighth term as Treasurer of RMA.

The other officers for 1946-47 are:

Vice-President and Chairman of Set Division - Henry C. Bonfig, of Chicago, succeeding E. A. Nicholas of Fort Wayne, Ind.
Vice-President and Chairman of Tube Division - M. F. Balcom of Emporium, Pa., reelected
Vice-President - Fred R. Lack of New York City, succeeding George Lewis of Newark, N. J.
Vice-President and Chairman of Parts Division - J. J. Kahn of Chicago, succeeding R. C. Sprague of North Adams, Mass.;
Vice-President - Allen Shoup of Chicago, succeeding Thomas A. White, of Chicago.
Executive Vice-President-General Manager and Secretary - Bond Geddes of Washington, reelected
General Counsel - John W. Van Allen of Buffalo, reelected.

New RMA Directors elected to the Board which was enlarged from 34 to 42 members are : W. J. Barkley, of Cedar Rapids, Iowa; Henry C. Bonfig of Chicago, Ill.; Lloyd H. Coffin of Salem, Mass.; George R. Haase of St. Charles, Ill.; Lloyd of Hammarlund of New York, N.Y.; Larry F. Hardy of Philadelphia, Penna.; W. P. Hilliard of Baltimore, Md.; Harold C. Mattes of Chicago, Ill.; A. D. Plamondon, Jr., of Chicago, Ill.; Allen Shoup of Chicago, Ill.; Ross D. Siragusa of Chicago, Ill.; C. M. Srebroff of Long Island City, N.Y.; and J. Hall Stackpole of St. Marys, Penna.

President Cosgrove and other industry leaders urged decontrol of the radio industry from OPA, and Mr. Cosgrove stated that such release might occur in sixty days or so.

"We are going to continue to have troubles", President Cosgrove told the industry leaders, "with terrific waste of time

and money until we have complete decontrol of the radio business. Control of such a large and complex industry is simply impossible and when we put arbitrary controls on it, the results are that the public has paid more, receives poorer quality and has obtained only a fraction of the number of radio sets which we would have had without OPA."

OPA decontrol also was urged by Robert C. Sprague, President of Sprague Electric Company, North Adams, Mass., and retiring Chairman of the RMA Parts Division. He and other speakers at the many industry meetings also stressed the critical shortage of copper, wood for cabinets, tin, tungsten, steel and other materials.

Increasing production of tubes was predicted by Vice President M. F. Balcom of Sylvania Electric Products, Inc., Emporium, Pa., Chairman of the RMA Tube Division, in one of the convention addresses.

Director of Ben Abrams, President of Emerson Radio & Phonograph Corp., New York and Chairman of the RMA-OPA Liaison Committee, told the convention that while receiving set production was now virtually at a normal prewar level, there are difficult material shortages. Mr. Abrams urged the industry to diversify its home receivers and also to promote television and other new electronic services.

X X X X X X X X X

NBC TURNS DOWN MUSIC CAMP BROADCASTS

Dr. Joseph E. Maddy, founder and Director of the National Music Camp which will open its nineteenth season in Interlochen, Mich., June 30th, said Tuesday that the National Broadcasting Company has informed him it has no place on its Summer schedule for the Camp broadcast which was an NBC feature for twelve years.

The broadcast was banned in 1942 by an edict of James C. Petrillo, head of the AFL American Federation of Musicians, but Dr. Maddy wrote NBC last May 31 suggesting the broadcast be resumed "now that the Lea bill has broken Mr. Petrillo's control over the broadcasting industry."

The Lea Act, whose constitutionality is now being challenged by Mr. Petrillo, specifies that it is a misdemeanor to coerce, compel or restrain a radio station to refuse to carry non-commerical educational broadcasts.

X X X X X X X X X X

Owners of amateur radio stations in the Tenth Coast Guard District comprising the waters of Puerto Rico and adjoining United States islands, are being urged to join the Coast Guard Auxiliary. The commander of this district, who is seeking these new members for the Auxiliary, has announced that it is planned to set up a radio network which would operate in conjunction with the visual storm warning service.

X X X X X X X X

OPA GIVES RADIO CABINET MAKERS 3% PRICE INCREASE

Radio cabinet manufacturers have been given an additional three per cent OPA price increase on wood cabinets effective today (June 19, 1946) bringing the total industry price increase to 21 per cent above October 1941.

Prices of radio sets are not affected by today's action. A recent wage-price adjustment of ceiling prices on receiving sets was sufficient to reimburse the producers for the three per cent increase in wood cabinet costs now being authorized, OPA said.

Manufacturers who have received individual firm adjustments under the reconversion orders may not automatically increase their existing ceiling prices as a result of today's action, the agency stressed.

OPA today also altered the pricing method set up for manufacturers introducing new models. Heretofore, ceilings for new models were to be determined by reference to prices of comparable models sold in October 1941 or March 1942. Under today's revision, ceiling prices of models now being produced are to be taken for comparison.

Only when a model about to be introduced is unlike any model the manufacturer has recently been producing may he use a base period model for purposes of calculating an in-line price, OPA said.

X X X X X X X X X X

DEATH OF JOHN L. BAIRD, BRITISH TELEVISION PIONEER, MOURNED

Regret was expressed here upon receipt of news of the death of John L. Baird, known in England as the "father of television" at his home Bexhill, Sussex. He was only 58 years old. Mr. Baird had been ill since February.

Mr. Baird produced one of the first practical television apparatus for instantaneous transmission of scenes over a distance by wire or wireless. He also invented the noctovisor, an apparatus for seeing in the dark by invisible rays.

Mr. Baird gave the first demonstration of true television in Britain at the Royal Institution in January, 1926, and the British Broadcasting Corporation began its television service with the Baird system in September, 1929.

Of him the New York Times said editorially:

"John Baird died not exactly a disappointed man, inasmuch as his rare gifts had been recognized from the very first demonstration of his television set, but certainly a man who knew that he had hit on something that it was beyond his power to exploit even though the necessary capital was at his disposal. Something better than the Nipkow method of scanning with a perforated disk was needed, and only a physicist who knew his electronics could devise it.

(Continued at bottom of page 16)

SCISSORS AND PASTE

FCC Gives Sen. Pepper's Brother A Radio License In A Hurry

(Ned Brooks, Scripps-Howard Staff Writer)

Frank W. Pepper, younger brother of Sen. Claude Pepper (D. Fla.), has entered the radio broadcasting business in Tallahassee under authority of the Federal Communications Commission and with $2,000 borrowed capital, itwas disclosed today (June 8) in Washington.

The younger Mr. Pepper is President of the new broadcast firm, Tallahassee Appliance Corp., which won its FCC license within six weeks after its application was submitted.

His five associates, FCC records showed, put up the $15,000 cash with which the company began operations, with Mr. Pepper contributing a $5,000 note which a banker-partner agreed to discount. Mr. Pepper thereby became a 25 per cent stockholder in the firm.

Senator Pepper, prominent as an administration stalwart, has no connection with the firm. His office said he had taken no part in the proceedings before FCC.

Commission officials said there was nothing unusual in the promptness with which the license was granted.

The Pepper license was granted without a hearing, which officials said is common practice where engineering problems are simple. They explained that the Florida station is a low-power (250 watts), local operation.

The Tallahassee station was assigned the frequency it asked - 1450 kilocycles - and was granted unlimited time on the air.

The application listed Mr. Pepper's partners as Frank W. Hazelton, with experience in communications work; B. K. Roberts, Attorney; W. Godfrey Smith, banker; Emanuel Joanos, retired restaurant and hotel proprietor, and W. H. Wilson, construction firm president.

Mr. Pepper, who is 29, was discharged from Navy Intelligence last December. He listed his assets at $1350 of which $600 was in cash and $750 in Government bonds. Mr. Smith, the banker, told the FCC that his firm, Capital City National Bank, had agreed to discount Mr. Pepper's $5000 note.

The application estimated the new station's cost at $15,025, its monthly cost of operation at $3,000 and its monthly revenue at $4200. It was approved despite failure to specify the location of its transmitter, an omission which FCC officials said was not uncommon.

The company also said it had no network tieup, but expected to make one.

- - - - - - - - - - - - - - -

Elliott Roosevelt-Faye Emerson Platter Chatter Tryout
("Variety")

"At Home With Faye and Elliott", new 15-minute, five-a-week transcription series employing Elliott and Faye (Emerson) Roosevelt, is scheduled for first broadcast in 28 markets, including 23 in Canada and five stations on the Coast. Bow-in will be unique, in that show was bought with auditions on strength of Roosevelt name, and transcription record of Kermit-Raymond Company, producers.

Series is being auditioned this week in New York for a client, with six stations as outlets, in New York, Chicago, Detroit, Boston, Cleveland and Philadelphia.

Show's format differs from other breakfast, Mr. and Mrs. programs in that the Roosevelts take a back seat to their daily guest star who holds spotlight. Nine programs have been waxed so far, with Hildegarde and Anna Sosenko; Sgt. Mickey McKeough, Gen. Eisenhower's orderly; Henry Kaiser; Martha Scott; Orson Welles; Lucille Ball; George Jessel, and Gen. C. R. Smith, President of American Air Lines, as guests. Producer Ray Green plans to do 260 platters in all, for two series of 26 weeks, 130 shows each.

- - - - - - - - -

ABC Lists Stockholders
(Sidney Lohman in "New York Times")

As part of its presentation to the Federal Communications Commission in support of its application for a television station in New York, the American Broadcasting Company submitted a list of persons owning blocks of stock in the broadcasting chain. Here is the list:

Edward J. Noble, 74.07%; Justin W. Dart, President, United Drug Company, Los Angeles, 5.22%; Robert E. Kintner, ABC Vice-President, 4.26%; Mark Woods, ABC President, 3.86%; Owen D. Young, Chairman of the Board, General Electric Company, 2.09%; Franklin S. Wood, attorney for Mr. Noble and member of the Board of ABC, 2.09%; Mrs. Abrelia Seely Hinckley, wife of Robert H. Hinckley, ABC Vice-President, 2.09%; Mrs. Ethel T. Noble, wife of Mr. Noble, 1.67%; Earl E. Anderson, ABC Vice-President, 1.56%; and C. Nicholas Priauix, ABC Vice-President and Treasurer, 1.56%.

- - - - - - - - - -

Suggests Amending Constitution To Assure Radio Freedom
("New York Journal-American")

The Constitution of the United States should be amended to give the American radio the same legal recognition it gives the American press, and to assure it the same Freedom. * * *

Legislation by Congress has been demonstrated to be entirely inadequate for the purpose.

There is already a great deal of legislation respecting the control of radio, but none of it has served to keep the radio Free.

The inherent weakness of such legislation is that it depends for interpretation and enforcement upon bureaucratic agencies which refuse to respect or be bound by the intent of Congress and which distort the law and assume and usurp powers under it in defiance of the authority of Congress.

X X X X X X X X X X X X

TRADE NOTES

Included in the Committee delegated by Eugene Meyer to run the Washington Post is Wayne Coy, who has title of Assistant to the Publisher, and who is in charge of the Post's broadcasting station WINX. Mr. Meyer, who was recently elected President of the International Bank, will, however, retain his ownership interest the Post.

The statement of Frank Stanton, President of the Columbia Broadcasting System, at the Clear Channel hearings, has been reprinted in the form of a brochure captioned "FM - The Key to Future Radio Allocations."

William S. Paley, Chairman of CBS, was an honorary pallbearer at the funeral of Maj. Edward E. Bowes in St. Patrick's Cathedral Monday morning. Francis Cardinal Spellman officiated and more than 2,000 persons attended the service.

Among those listed as leading in the last 12 months' earnings were Walter Winchell, commentator, and columnist - $97,241, and Niles Trammell, President, National Broadcasting Company - $84,200.

Emerson Radio and Phonograph Corporation and Subsidiaries - Twenty-six weeks to May 4: Net income $343,909, equal to 85 cents a share, compared with $514,575, or $1.29 a share for twenty-six weeks to May 5, 1945.

The American Radio Relay League, national association of amateur radio operators, has designated the week-end of June 22-23 for its first postwar nationwide test of amateur portable and mobile emergency radio equipment.

Addressing the graduates of Indiana University at Bloomington, Associate Justice Wiley Rutledge of the U. S. Supreme Court said there was evidence that the press, "with notable exceptions", might be departing from the Jeffersonian standard. The radio, he added, "is so much devoted to advertising and sheer entertainment that it performs not half its possible function for public enlightenment in relation to the duties of citizenship."

The affiliation of radio station KVI as the Seattle-Tacoma outlet of the Don Lee network effective August 1, 1946, replacing stations KOL, Seattle and KMO, Tacoma, was announced by Lewis Allen Weiss, Vice-President and General Manager of Don Lee.

KVI with its unique double pear-shaped pattern coverage of 72 percent of the population of Washington from its salt-water transmitter site on Vashon Island in Puget Sound, midway between Seattle and Tacoma, has a power of 5,000 watts on 570 kilocycles.

Rear Admiral Harold N. Miller, Director of Navy Public Relations, who has made himself popular with radio as well as press men in Washington, was married last week to Mrs. Mary Whatley-Smith, 30 year old widow of a British Army officer.

Admiral Miller, who at 43, is the youngest Admiral in the Navy, hails from Iowa, was graduated from the Naval Academy in 1924, and was Public Relations Officer for Admiral Nimitz when the latter was Commander-in-Chief of the Pacific Fleet.

The Crosley Corporation reported a net profit of $1,453,-065 for the year ended on December 31, 1945, equal to $2.66 per share on outstanding capital stock. This compares with revised earnings of $2,688,529, or $4.93 a share in the previous year.

Irving B. Babcock, President, said Aviation Corporation, which purchased the controlling interest of the company last August, now owns 90.9 percent of outstanding stock.

Two new stations will affiliate with the American Broadcasting Company,--Effective June 19, KUGN of Eugene, Oregon, as a Pacific Coast Supplementary station and on August 15, WJOY, of Burlington, Vermont, joins ABC as a Basic Supplementary station.

Merle S. Jones, Vice-President of WOL Cowles Washington Mutual outlet, has signed Z. V. Gwynn, known in radio and trade circles as "Easy" Gwynn. Mr. Gwynn comes directly to WOL from WIBC-Indianapolis, where for the past two years he has rolled up the highest Hooper ratings in the Hoosier city with his program "Easy Does it".

Gwynn's signing is the final step toward the Cowles outlet complete changeover in WOL program structure. Station's power increase to 5,000 watts will be announced shortly and entire program structure has been revamped with changes to take place coincident with new power.

A new issue of 120,000 shares of Hoffman Radio Corporation, common stock (Par value $1.00 per share) Price $6.00 per share is being advertised in the Washington papers.

X X X X X X X X X X

(Continuation of story "Death Of John L. Baird, British Television Pioneer, Mourned" on page 12)

So it happened that the television set of today, which relies on an inertialess beam of electrons for scanning, soon displaced Baird's method. The model in theSouth Kensington Museum is as far removed from what we call television as the steam horseless, carriage from the gasoline-driven automobile."

X X X X X X X X X X

HEINL RADIO BUSINESS LETTER

2400 CALIFORNIA STREET WASHINGTON, D. C.

NATIONAL BROADCASTING CO. Inc.
LEGAL DEPARTMENT
RECEIVED
JUN 28 1946
A.M. 7 8 9 10 11 12 1 2 3 4 5 6 P.M.

INDEX TO ISSUE OF JUNE 26, 1946.

"TV Gave You All Of The Fight But The Smell" - Rep. O'Toole.....1

Sour On The Fight Itself, Press Is Easier On Television.....4

Republicans Appoint NBC Man Radio Director.....5

Louis-Conn Bout On ABC Gets Highest Hooper Rating Over One Net...6
Women Broadcast Directors Pledge Food Support To Hoover.....6

FCC To Do Away With Needless Station License Hearings.....7
Delay Seen In Action On Complaint Against FM Set Makers.....7

Arch McDonald, WTOP, Wins Maryland Congressional Nomination.....8

Improved Methods Of Predicting Usable Radio Frequencies.....9
Sarnoff Heads Army Signal Corps Reserve Organization.....9

Parran Calls Upon Radio To Clean Up Drug Advertising.....10
Ellery Stone Spoken Of For Ambassador To Italy.....10

Philadelphia Now Has 752 Television Receivers.....11
McDonald Establishes Chicago-Mackinac Boat Speed Record.....11

BBC And Musicians' Union Reach Recording Agreement.....12
Chicago First To Dispatch Truck By 2-Way Radio System.....12

Scissors And Paste.....13

Trade Notes.....15

No. 1730

June 26, 1946

"TV GAVE YOU ALL OF THE FIGHT BUT THE SMELL" - REP. O'TOOLE

When this writer asked Representative Donald L. O'Toole, Democrat of New York, caustic critic of the Louis-Conn fistic farce, if it was true, as Chairman Eddie Eagen of the New York Boxing Commission had charged, that if O'Toole had been at the ringside instead of seeing it by television in Washington "he would have seen everything there was to see about the fight", the scrappy Brooklyn Congressman retorted:

"I saw more of that fight by television than 95% of the people who were at the ringside. And, furthermore, I was spared from the aroma."

Representative O'Toole had just returned to his office in the Capitol after reiterating on the floor of the House the charge that promoter Mike Jacobs had defrauded the American people of nearly $2,000,000 and ought to be punished for it. Mr. O'Toole also told his colleagues that he didn't mean "maybe" when he said he was going to sue the promoter for $100,000 for accusing him of criticising the fight because Jacobs had turned him down for free tickets. O'Toole was apparently almost as mad at Chairman Eagan's saying that he did not know what he was talking about because he was not even present at the Yankee Stadium. The Brooklyn Congressman was sour on the fight but evidently was completely sold on television as a conveyor of that form of entertainment.

One got the same idea from what Arch McDonald, nationally known Columbia Broadcasting System sports commentator, said in his broadcast over WTOP in Washington Thursday.

"Seeing it by television was a million times better than being at the fight itself", Arch declared.

Still another observer, who should know whether or not he missed anything, was none other than Gene Tunney, former heavyweight champion. Gene, who labelled the bout "malodorous", likewise saw it by television and said that "was close enough for me".

Official Washington also held its nose on the fight itself but television part of it evidently went over big. Very much pleased was Charles R. Denny, Jr., Acting Chairman of the Federal Communications Commission.

"It was really a fine job", Mr. Denny declared. "I was very much pleased in every way. I went from room to room looking at the various receivers. The advantages of the projection receivers was clearly shown as compared with the direct viewing."

Equally pleased was FCC Commissioner Ewell K. Jett, engineer member and television expert of the Commission, who said:

"I thought it was an excellent demonstration and left little to be desired. NBC, RCA and all who participated in bringing the fight telecast to Washington are to be congratulated in putting on a very fine performance. It was also excellent technically."

As the people almost fell over each other getting into the Statler to see the fight pictures, Senator Wallace White (R), of Maine, Senate Minority Leader, looked on in amazement and ejaculated: "A lot of people in this town have suddenly become interested in television."

Asked at the conclusion of the fight what he thought of television's performance, Senator White, who is ranking Republican member of the Senate Interstate and Foreign Commerce (Radio) Committee, and the outstanding radio authority in Congress, co-author of the Dill-White Radio Act, replied:

"The telecasting of the fight to Washington demonstrated to many people what a tremendous advance has been made in research in this field. Television promises great things for the future."

So absorbed were many of the Washington spectators in the fight itself that they seemed to take the television part of it for granted pretty much as they would seeing the fight in the movies. An instance of this was when Senator Arthur Capper (R), of Kansas, who himself owns a broadcasting station, WIBW at Topeka, was asked for his impressions.

"Very disappointing", the 81-year old Senator replied with some spirit, "very disappointing."

"I'm surprised you feel that way about television especially since you have applied for a license for your Topeka station", the questioner countered.

"Oh, you mean the television part of it. I thought you were talking about the fight", Senator Capper responded brightening up. "The television was a marvelous success. It is one of the greatest things to come to us in this age - one of the outstanding accomplishments of our time."

Senator Raymond E. Willis (R), of Indiana, was more inclined to be critical.

"I think television in its present state of development is more to satisfy curiosity and interest", Mr. Willis said. "The pictures at present are too small to give a satisfactory view of what happened.

"I was really surprised, however, at their clearness. No vibration or flickering. The pictures were far in advance of the first showings of motion pictures or of the first radio broadcasts. I think television development will be very rapid and that it will not be many years before we will be receiving pictures the same size as we now see them in the present sound movies."

Brig. Gen. David Sarnoff, who came to Washington for the demonstration, was kept busy receiving congratulations from the distinguished guests, as was Frank Mullen, Vice-President and General Manager of the National Broadcasting Company.

A final count showed that upwards of 800 persons, Government officials, broadcast advertisers and prospective advertisers, attended the NBC party, which was the largest and best managed affair of its kind ever given in the Capital. For this credit goes to Frank M. Russell, Washington Vice-President, and Carleton D. Smith, WRC General Manager. They took over the entire mezzanine floor of the Statler. Twenty or more sets showing 8 by 11 inches direct black and white views and 11 by 22 inches projection type were placed in the South American and other rooms. The Presidential banquet room, where the Gridiron, White House Correspondents, and other dinners are held, on this occasion was used as a sort of an annex for cocktails before the fight and a buffet supper afterwards. It was a stag affair except for the galaxy of efficient NBC hostesses headed by Mrs. Gladys Murphy Borras and Miss Prasse.

If tickets had been put on sale for the television pictures at, say, $2 to $10 or even higher, it wouldn't have been possible to have found a hall big enough in Washington to hold the crowd. In the case of Joe Louis, this could have been almost duplicated by the population of "U" Street, Washington's Harlem.

In addition to the American Telephone and Telegraph Company long lines supplying the New York fight to NBC at the Statler by coaxial cable, the A. T. & T. also relayed it to W3XWT, the DuMont television station in Washington.

To Niles Trammell, President of the National Broadcasting Company, Dr. Allen B. Du Mont sent the following telegram immediately after the bout:

"Congratulations to you and the entire NBC television staff for the masterly handling of the Louis-Conn broadcast. We provided receiving sets at the Du Mont factories for more than a thousand of our people and they were unanimous in their praise of the quality of the image and the skill with which the job was done. Television tonight received a great impetus."

X X X X X X X X X

SOUR ON THE FIGHT ITSELF, PRESS IS EASIER ON TELEVISION

The Louis-Conn fight telecast fared better with the press than the fight itself. Some of the comments were:

New York Times, June 23 (T. R. Kennedy, Jr., Associate Radio Editor):

Hundreds of owners of television sets in New York, Schenectady, Philadelphia and Washington, D. C., both heard and saw and missed little as the preliminary fight card and main event quickly passed into history. * * * *

Reports from enthused on-lookers flooded the NBC switchboards and telegraph circuits soon after Joe Louis had triumphed over Billy Conn in the eighth round. One from the Capital City said more than 500 lawmakers and their friends had seen the bouts and reported reception "remarkably clear". * * * *

The event could hardly have been a success, however, had there not been good taste, tact and solid ringside humor by the commentator, Bob Stanton. Over a television receiver one views a boxing match quite as clearly as the announcer himself, hence there is no need of a rapid-fire commentary.

Washington Daily News, June 20 (William L. Terrell):

I saw the Louis-Conn exercises last night from all the best angles, in distinguished company and utmost comfort, as a guest of NBC-WRC and RCA at their demonstration of network television at the Statler Hotel in Washington.

And what's more, as Conn strove to shake off the stunning effects of that top occupational hazard, Joe Louis, and New York fans were shoving one another through the Yankee Stadium exits, I was enjoying an excellent supper and conversation with mine hosts in the luxurious Presidential Room.

In fact, any of you who have been withholding decision on television as an entertainment investment, pending word of this demonstration, may get in line at your nearest dealers, behind me or one of the 800-odd assorted Congressmen, Cabinet members and other top Government officials. Everyone there was sold. * * *

The so-called "blow-by-blow" description wasn't. In fact it was a pleasant relief from the usual tense, excited mouthful of verbal action necessary to bring the fight to radio listeners.

NBC sports announcer Bob Stanton might have been an informed friend in the next seat. He never described the action, but interpreted it with wit and perspicacity seldom found in his calling. * * *

I heard no criticism of the show. The pictures would have been excellent, even had they been hours-old film. The effect on some was profound.

New York Times (June 20):

When the cameras were focussed for a close-up, the fight action was clear but facial expression was lost in a white blur.

Long-range shots reduced the fighters to tiny spots, barely distinguishable, and the crowds were mere dark blobs* * *

The sound pick-up was poor. Crowd roars were reduced to surf-like murmurs that had no human quality. The impact of strong punches went unheard and all the colorful comment that makes fight atmosphere was completely lost.

Washington Star (Editorial - June 20)

* * * Why, the people were saying, you could see it just as plain as if you had a genuine ringside seat. Almost as plain. The small figures sometimes flickered, and the focus was not quite sharp enough to bring out facial expressions. There was a ghostly absence of sound, too, reminiscent of the early movies.

But there it was - a foretaste of things to come and one that carried far more understanding of how quickly things will come than that first broadcast, twenty-five years ago, from Boyle's Thirty Acres.

Washington Star, June 21 (Francis E. Stann):

The Louis-Conn affair probably marked the last fight for which $100 will be asked for ringside seats. For some time, at least. The public showed the other night that it regarded a $100 top as too high, even in these days of cheap money. The people stayed away in droves and congratulated themselves after hearing descriptions or, in the case of television clients, watching from afar.

Washington Post, June 23 (Shirley Povich):

Congressman O'Toole, of Brooklyn, who wants the fight investigated, saw it on a television set at no cost and still feels swindled, which should give you an idea how the ringsiders who paid $100 per head must feel.

X X X X X X X X X

REPUBLICANS APPOINT NBC MAN RADIO DIRECTOR

Edward T. Ingle, formerly with the National Broadcasting Company, has been appointed to direct the radio activities in the Publicity Division of the Republican National Committee.

Mr. Ingle served on the U. S. Treasury's War Bond promotion staff in 1942. After working with the Overseas Branch of the American Red Cross in Britain, France and Germany, he became Director of Information for the War Manpower Commission in 1944 and directed manpower mobilization campaigns for 17 months.

A native of Ohio, graduate of the University of Michigan and formerly on the faculties of the University of Wisconsin, Ohio Wesleyan University and the University of Florida, he was in newspaper work on the Cleveland Plain Dealer, Toledo Blade, Indianapolis Star and Washington Evening Star.

X X X X X X X X X

LOUIS-CONN ON ABC GET HIGHEST HOOPER RATING OVER ONE NET

The exclusive broadcast of the world's heavy-weight championship fight between Joe Louis and Billy Conn over the American Broadcasting Company's 205 stations, sponsored by the Gillette Safety Razor Company, received 67.2, the highest Hooper rating ever given any broadcast over one network.

This rating of 67.2 has been exceeded only by three wartime broadcasts of President Franklin D. Roosevelt, broadcast over all networks", says an ABC release. "These were the FDR broadcast of December 9, 1941, which received a 79.0 rating; his broadcast of May 27, 1941, which received a rating of 69.8; and a third, made on February 23, 1943, received a rating of 78.1. The ABC fight broadcast rated higher than any radio commercial program ever carried by a network.

It is estimated that approximately 45,000,000 persons listened to the ABC broadcast of the contest between Louis and Conn."

X X X X X X X X X X

WOMEN BROADCAST DIRECTORS PLEDGE FOOD SUPPORT TO HOOVER

In a ceremony at the White House Monday afternoon the Association of Women Directors of the National Association of Broadcasters presented to former President Herbert Hoover, Honorary Chairman of the Famine Emergency Committee, a group of telegrams and letters from women broadcasters throughout the country pledging their full and continuing support in the food conservation program.

In presenting the messages to Mr. Hoover, AWD President Alma Kitchell, of WJZ, New York, expressed the appreciation of her association to the former President for "the giant task you have undertaken in behalf of those who are too destitute and hungry to help themselves." She added: "Words are the tools we use, and I assure you that every broadcaster, director, writer or whatever is choosing those words carefully and prayerfully.

"Radio gives us the privilege of speaking directly to women in their homes. We know that once the American homemaker truly understands a situation, she is second to none in her generosity. Therefore, sir, the Famine Emergency Campaign is a challenge to the broadcasters' ingenuity and sincerity.

"We shall continue to use our facilities and talents to arouse our listeners to their opportunities to share their plenty with the starving of the world."

X X X X X X X X X X

FCC TO DO AWAY WITH NEEDLESS STATION LICENSE HEARINGS

In an effort to get rid of an accumulation of applications and to rid itself of an immense amount of unnecessary work, the Federal Communications Commission has adopted a temporary procedure which is expected to simplify things greatly.

Under this procedure, the parties applying for a new radio station may request the Commission to waive a hearing and grant or deny the applications on the basis of the information submitted by the applicants.

The Commission then will decide whether the case properly can be decided without a hearing. It emphasizes that this procedure will not rule out the filing of protests, saying:

"Any party or any member of the public may still file with the Commission any information concerning an applicant which bears upon his qualifications to operate a station in the public interest. Where such protest raises the question of substance which might affect the granting of the application a hearing will generally be required. If the protest is not of any substance the Commission may proceed to act upon the application without hearing."

X X X X X X X X X X

DELAY SEEN IN ACTION ON COMPLAINT AGAINST FM SET MAKERS

In the rush of other things, it is believed it may be sometime before Attorney General Tom Clark will be able to get around to investigating the complaint of Senator Glen H. Taylor(D) of Idaho, that certain radio manufacturers have conspired to withhold FM receivers from the public so as to sell "outdated" sets.

Senator Taylor wrote the Attorney General that while frequency modulation was patented fourteen years ago, it was served by less than 10 percent of the new receiver output.

"This decision of the radio manufacturers to withhold FM from 90 percent of the 1946 radio sets may raise serious questions under the anti-trust laws", Senator Taylor wrote.

The requested investigation, he said, should take up the question "whether the delay in FM production is due to the desire of manufacturers to sell 20,000,000 out-dated sets this year in order to sell these same consumers modern FM sets in a year or two."

X X X X X X X X X X

ARCH McDONALD, WTOP, WINS MARYLAND CONGRESSIONAL NOMINATION

Arch McDonald, CBS-WTOP, Washington, nationally known sports commentator, swamped his opponent and won the Democratic nomination to the House of Representatives in the 6th Maryland District just across the State line from Washington, D. C.

Mr. McDonald, one of the most popular and best baseball announcers in the country, has made his fame through talking as little as possible on his broadcasts. He seldom shows any excitement but calls the plays clearly and accurately giving the listener a chance to think it out for himself. At times the listener wouldn't know McDonald was on the air if it weren't for the telegraph ticker constantly heard. At that, anyone listening to McDonald's calm broadcasts never misses a thing.

Confident after his victory, Mr. McDonald, who lives at Burnt Mills Hills, Silver Spring, plans an immediate campaign against his Republican opponent, Representative Beall of Frostburg, in the November general election.

Although he has no announced platform, Mr. McDonald, whose baseball broadcasts long have been familiar to local fans, has at least one well-defined purpose in seeking election.

"I think more fair play is needed in Congress", Mr. McDonald said. "My work for the last 20 years has brought me into contact with one of the most typical of American institutions - the world of sports - in which fair play and teamwork, the bases of democracy, are fundamentals.

"I hope to be given the opportunity to apply these principles to the problems which face this Nation."

Mr. McDonald also is "very interested" in veterans' housing and wants to investigate reports of race track construction "while veterans can't even get a shack to live in."

"If I was in Congress now", he asserted, "I would like to know how and why such a situation exists."

A native of Hot Springs, Ark., Mr. McDonald came to Montgomery County in 1934. He is 44, married and has three children.

X X X X X X X X

San Francisco will purchase a mobile loudspeaker system for its Fire Department as a safeguard against fire-borne panic. It will be used in warning people against jumping from windows, or instructions how to jump into nets held by firemen.

X X X X X X X X X X

IMPROVED METHODS OF PREDICTING USABLE RADIO FREQUENCIES

The prediction of maximum usable frequencies for radio transmission has always been based essentially on a correlation between critical frequencies at any time during a month and a 12-month running average of sunspot numbers. The usual practice has been to obtain these correlations for each ionosphere observing station for which sufficient data were available.

The Bureau's Central Radio Propagation Laboratory, newly created by the National Bureau of Standards in Washington, D. C. has evolved a new type of nomogram that improves the methods of making these predictions. Its principles were described in report IRPL-R11, "A nomographic method for both prediction and observation correlation". Recently, nomograms of this type were completed for all the months of the year, for all the main ionosphere stations, with the result that world prediction charts of ionospheric data, such as appear in the IRPL-D reports - "Basic radio propagation predictions", can now be made in half the time formerly required. The new type nomograms are presented in a report of the CRPL entitled "Nomogram relating gyrofrequency, ordinary-ray critical frequency, and extraordinary-ray critical frequency."

X X X X X X X X

SARNOFF HEADS ARMY SIGNAL CORPS RESERVE ORGANIZATION

Brig. Gen. David Sarnoff, President of the Radio Corporation of America, has taken over as interim President of the Army Signal Association, an organization formed to continue the wartime bond between the Army Signal branches, former military and civilian personnel and manufacturers, and to further industrial preparedness.

Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army, is Honorary President. Headquarters are in Washington and chapters are being established in other principal cities.

General Sarnoff said that by "close continuing cooperation with the research and development staffs of the armed forces" the American public would get the benefit of every possible industrial adaptation of new techniques.

X X X X X X X X X X

At the last broadcast of "Information Please" for the present sponsors last Monday over NBC, Clifton Fadiman, Master of Ceremonies, said:

"Despite what you may have heard, 'Information Please' will definitely be back on the air next Fall although arrangements have not been completed. Watch your local newspaper for an announcement of the date on which 'Information Please' returns to the air."

X X X X X X X X X

PARRAN CALLS UPON RADIO TO CLEAN UP DRUG ADVERTISING

Dr. Thomas Parran, U. S. Surgeon General, according to a report from New York yesterday (June 25), advised the radio industry to follow the lead of the newspapers "in cleaning up drug advertising.

He spoke at a meeting commemorating the fortieth anniversary of the enactment of the Food and Drug Act which was signed by President Theodore Roosevelt on June 30, 1906.

President Truman led a list of Government officials, attorneys, industry leaders, and consumer group representatives in acclaiming the public benefits of the pure food and drug legislation.

Dr. Parran, who emphasized that continued vigilance is necessary to protect the public, said he felt a "deep concern" over some of the advertising techniques now being used. He continued:

"I am referring particularly to the widespread use of extravagant claims and promises held out or implied in drug advertising on the radio."

Dr. Parran said that advertising is vital in selling any product widely, and added:

"In setting improved standards for drug advertising, radio can look to an excellent example. Some years ago the newspaper industry took aggressive action in cleaning up drug advertising in their columns.

"A few representative and socially conscious newspapers of the country led the way and most of the others since have followed. Today many papers go so far as to conduct surveys to be sure that advertised products conform to established standards."

X X X X X X X X X X

ELLERY STONE SPOKEN OF FOR AMBASSADOR TO ITALY

Rear Admiral Ellery W. Stone, U.S.N.R., well known in the communications world, was mentioned last Sunday by Drew Pearson as among those being considered by President Truman as U. S. Ambassador to Italy.

Admiral Stone was formerly Vice-President of Mackay Radio and Telegraph Company and All America Cables and Radio. Later he was President of the Postal Telegraph Company.

X X X X X X X X X X

PHILADELPHIA NOW HAS 752 TELEVISION RECEIVERS

The fact that there are now approximately 752 television receivers was made known last week by E. B. Loveman, who is in charge of Philco television broadcasting in connection with an illustration he gave as proof of the advertising pulling power of television as a sales medium.

According to Mr. Loveman, a visual demonstration of the latest hair-do in a program sponsored by Gimbel's over Station WPTZ in Philadelphia enrolled 10 new customers within 12 hours after the telecast.

Four new customers telephoned for hairdressing appointments just after the commercial, which demonstrated coiffeuring techniques before the television cameras in the Philco studio. These sales were made while the first Gimbel's telecast was still on the air. Six additional new customers phoned in their orders the next morning.

Explaining that there are only 752 television receivers in the Philadelphia area, Mr. Loveman pointed out that this experience by Gimbels represents a 1.3% sales return. At this rate, when there are 100,000 television receivers in the same area - a figure he said was well within conservative estimates for the future - the same percentage return would bring in 1300 new customers for the department store from a single telecast.

X X X X X X X X

McDONALD ESTABLISHES CHICAGO-MACKINAC BOAT SPEED RECORD

Racing his 32-foot offshore cruiser "Mizpah" up Lake Michigan with nearly wide open throttles until blanketed by fog at Big Sable, Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, has shattered all records for the run from Chicago to Mackinac by covering the 345 mile distance in 12 hours, 55 minutes. It was the first time any boat has made the run in continuous daylight.

Several private yachts have made the run in approximately 19 hours. The passenger ship "North American", following an almost bee-line course of about 330 miles, has a 22 hour schedule from Chicago to Mackinac.

Commander McDonald left Chicago at 4:45 A.M., and arrived in Mackinac at 5:40 P.M., just twelve minutes later than the "North American", which had sailed from Chicago more than ten hours before his departure.

The "Mizpah" was designed by Commander McDonald for deep sea fishing off the Florida coast. When the 185-foot sea-going yacht, his original "Mizpah", went to the Navy, Mr. McDonald brought the "little 'Mizpah'" to Chicago. Her top speed is 40.1 mph.

X X X X X X X X X X

BBC AND MUSICIANS UNION REACH RECORDING AGREEMENT

The British Broadcasting Corporation and the Musicians' Union have come to a new agreement it is announced by the BBB for the broadcasting of recorded performances of orchestral musicians. It will operate as from July 1, 1946.

Under the Agreement, recorded repeats of programs for Home listeners will be limited to those in which the music is subsidiary to the character of the program and is performed by the BBC orchestras.

The Musicians' Union has agreed that programs may be recorded in advance where the services of essential artists cannot otherwise be obtained, on the understanding that the BBC will endeavor to reduce the number of recordings made in this way.

It is recognized that a considerable use of recordings in Overseas programs is unavoidable if these services are to be maintained on their present level, and the Musicians' Union has therefore agreed to the necessary facilities for this purpose.

X X X X X X X X

CHICAGO FIRST TO DISPATCH TRUCK BY 2-WAY RADIO SYSTEM

The Willett Company of Chicago and Raytheon Manufacturing Company have announced completion of the first two-way radio system for trucks. Howard L. Willett, Jr., Vice-President of The Willett Company, now utilizing over 1000 vehicles, cooperated with Raytheon's Belmont Radio Corp. of Chicago in perfecting the mobile truck system.

In discussing the Willett-Raytheon mobile radiophone installation, Mr. Willett pointed out the economic advantages of such service to the entire trucking industry. A report on the Willett Company's findings on all initial tests will be distributed as a service to the whole industry.

The Raytheon two-way radiophone permits the dispatcher to communicate with any truck at any time and at any place in the normal operating area of the company. To describe other than a few of the more outstanding uses is difficult because of the many and varied applications. Radio telephone permits the dispatcher to reach a truck immediately and advise him of cancellation of a delivery or a new order for a pick-up that has come in on or near his route. The existing method, which will be completely obsolete, is to give the driver four or five stops after which time he calls in for additional advice. In the interim, between his original dispatch and the time he phones in by landline, it often happens that another stop perhaps directly on his route has come in. By radio telephone the driver can be instantly advised.

(Continued on bottom of page 16)

SCISSORS AND PASTE

The New Taxicab Radiotelephone Rates
("Washington Post")

It is now possible in St. Louis - and, of course, the same service will soon be made available in Washington and elsewhere - to pick up a telephone in one's car speeding along any highway and put through a call to another car or to any land station outlet on the continent, or even, for that matter, to a point overseas. It follows conversely that anyone anywhere can telephone with equal ease to the driver or passenger in the car. It is said that the telephone company will install the requisite apparatus in any vehicle for a mere $25 and provide service for $15 monthly. Everybody who is anybody will simply have to have one.

"Radio's Second Chance" Unfair to Accused
("Editor and Publisher")

"Radio's Second Chance", the book by Charles A. Siepmann and like many deeply felt arraignments, can't dwell long enough upon the virtues of the accused to be fair. Also Mr. Siepmann was in a position to clarify fully for the public the relationship of the FCC and radio. He doesn't do it.

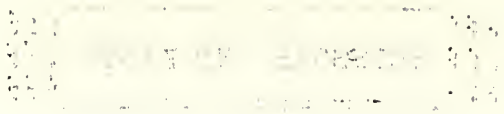
But the book is not so much the hurling of a lance at radio as the deft stroke of a lancet into radio's ailing parts. Clensings and sutures may well result.

"The Hucksters", 750,000 Copies Starter, May Be Best Seller
(John K. Hutchins in "New York Times" Book Review Section)

Around these parts, at least, the most-talked-about novel is still Frederic Wakeman's "The Hucksters", whose total printings (including Book-of-the-Month Club's) come to 750,000 copies. Among those who like and those who dislike Mr. Wakeman's book as a whole, it is generally agreed that it is at its best when it is kicking the radio and advertising business around, and considerably less impressive when it gets romantic. * * *

Thus, the business magazine Tide, conceding that Mr. Wakeman has a best seller on his hands, finds that "the first half is a fairly messy, somewhat over-cooked satire * * * in which advertising gets as thorough a burning as it ever has had. * * *

The reviewer in Advertising Age is interested chiefly in a comparison between Mr. Wakeman's tycoon, Evan Llewellyn Evans, and his reputed model, George Washington Hill, master of the American Tobacco Company. * * *



Spelvin Thinks Bobby Soxer Pretty Hep - Despite Westbrook

(Stanley Anderson, Radio Editor, "Cleveland Press")

George Spelvin was so excited when he looked up from his evening paper that he dropped cigar ashes all over his lap. He looked at his 15-year-old daughter (whose name was Georgianna and who was the pride of his life), and his heart did a flip-flop when he saw that she was wearing bobby-sox.

"My goodness", said George, "Westbrook Pegler, that man who is always writing about me, says here that all bobby-soxers are 'hysterical little brats' and 'indecent'. He also uses such ungentlemanly expressions as 'distinctly nasty','ill-favored', 'ill-mannered' and 'unrestrained by modesty or pride'. What do you have to say about this, Daughter Georgie, pride of my life?"

"Well, Pops, it is like this", answered Georgie, who was playing some Perry Como records while she wondered whether she had passed first-year algebra. "This Pegler person is strictly square and it is very evident that he is a very sour fellow. It would seem to me that he has not been around very much.

"It is my opinion that this Mr. Pegler should not deal in generalities when he is sounding off about bobby-soxers. He practically is condemning all girls who do not wear hose about their ankles." * * * *

"It seems to me that Mr. Pegler has attacked us in order to give Frankie Sinatra a back-handed compliment. He says that Frankie's anti-intolerance campaign may help to rid the streets of 'distinctly nasty' bobby-soxers. But he also suggests that Frankie is 'exaggerating' when he fights against intolerance. Mr. Pegler could have done more good by saying nothing."

Pops Spelvin whisked the ashes off his trousers and adjusted his suspenders. He looked at the pride of his life with great favor, as though he were thinking that she would not end up in a prison cell.

"If you will come over here and give me a kiss",he said, "I will give you some money to buy some new bobby-sox and a couple of - I guess you call it - solid records. I think you are okay."

Radio Audience For News Grows As Strike Lasts

("Editor and Publisher")

Information to this effect was procured in Philadelphia in a survey conducted by Research, Inc. during a 15-day strike of newspaper deliverymen which cut off ordinary sales and urban distribution of the city's two morning papers, Inquirer and Record, and one of its evening papers, the Bulletin.***

For three days during the first week of the strike, and again for three days during waning hours of the walkout, enumerators made house-to-house canvasses and public inquiries. A total of 2,363 interviews were obtained.

"Is your radio completely fulfilling your need for news?" was the general inquiry. During the 4th, 5th and 6th days of the strike, the answers were: "Yes", 39.96% women and 43.31% men, an average of 42.03%. "No", 60.04% men and 56.69% women, an average of 57.97%. For the 11th, 12th and 13th days of the strike the average for men and women was 63.48 "Yes"; "No" average 36.52.

X X X X X X X X

TRADE NOTES

The Senate passed and sent back to the House yesterday a $452,842,000 bill restoring funds for State Department short-wave broadcasts to foreign countries.

Secretary Byrnes had asked for restoration of the foreign broadcast funds, contending this was the only way American ideas could be disseminated in many European countries. The Senate raised the $10,000,000 voted by the House for the department's Cultural and Information Division to $19,000,000 to meet Mr. Byrnes' request.

Comment was occasioned by the fact that though the NBC-RCA televising of the Louis-Conn fight was one of the most talked of events last week, there was no mention of it in the current (June 24) issue of the National Association of Broadcasters' publication, "NAB Reports" which went to press two days after the fight. The fact that it was the first championship fight ever televised was carried by all the press associations. Newspapers everywhere mentioned it but "NAB Reports" by-passed the event completely.

Addressing the annual convention of the National Industrial Advertisers' Association at Atlantic City, Paul Ellison, Public Relations Director of Sylvania Electric Products, Inc. declared market research as "the assignment of finding out and making available for us, all the facts there are to know about your customer, your prospect, your competition, your product and your sales force."

Emerson Radio & Phonograph Corp. and General Instrument Corp. have abandoned plans for a merger.

Plans for bringing French musical programs to U.S. radio stations are temporarily blocked by James C. Petrillo's edict against foreign short-wave broadcasts.

Robert Lange, Director of the North American Service of the French network said that one hundred and forty-five stations in the country have expressed interest in the broadcasts, including all six stations in Washington and in New York City the NBC outlet WEAF and WQXR. The French programs will be distributed here either through recordings or through transcriptions of short-wave broadcasts.

Washington newspapers carried the following quarter-page ad this week, with a picture of Mr. McCaffrey:

"Here's WTOP's Joe McCaffrey. He's on his way - wire recorder in hand - to get the news for his "City Desk" program (broadcast 5:35-5:45 Monday through Friday) on WTOP. Covering news events - on the spot - is McCaffrey's specialty. With his wire recorder he has interviewed everybody from Congressmen to club women, from cab drivers to a 3-months-old baby. For local news coverage with a Capital 'L' - be sure to hear McCaffrey's 'City Desk' tonight . . . on WTOP, Columbia's station for the Nation's Capital, 1500 on your dial."

Four years ago, Jorge Pasquel, Mexican League baseball magnate, according to "Life", had to pay to have his games broadcast. Last year radio paid him $20,000 for the privilege.

Proponents of daylight saving time for th District of Columbia have just about given up hope for a time change this year but are laying the ground work to bring it into effect early next year.

After a visit to the Commissioners recently, Washington radio executives said they would call ameeting of station managers to see how far the stations want to go in pressing for daylight time. Local stations have experienced considerable confusion since all network shows run on daylight time. Carl Burkland, General Manager of WTOP, spokesman for the radio men, pointed out that Washington and Baltimore were the only two metropolitan areas between here and Canada not on daylight time.

Marshall Field & Co. and the Illinois Bell Telephone Co. became the first Chicago firms to use advertising in a facsimile newspaper transmitted by FM radio. The Chicago Tribune's four-page facsimile edition, which is being broadcast three times weekly by Station WGNB carrried on May 25th a full-page advertisement for Field's and a half-page for the telephone company.

The advertisements were used in the early morning engineering and transmission tests and were received by the recorder installed at the home of Col. Robert R. McCormick, editor and publisher of the Tribune, near Wheaton, Ill. Field's ad was prepared especially for facsimile publication.

X X X X X X X X X X

(Continuation of story from page 12 entitled "Chicago First To Dispatch Truck By 2-Way Radio System"

Even before the war, The Willett Company found it advisable to remove all spare tires from trucks and tractors, keeping them in a pool at garages. Drivers cannot conveniently change these massive wheels since special tools are required, therefore a service truck makes all tire changes. By radio, a driver can report instantly of his tire trouble, or any other mechanical difficulties, and the dispatcher in turn can check with the tire and maintenance service truck to see that it has the correct equipment before dispatching it to the call.

Drivers of trucks equipped with radio are a valuable asset to public safety and welfare. They can immediately report fire, accident, or other emergencies encountered on their routes. The company dispatcher in turn can notify the appropriate agency. In addition, the dispatcher can direct other trucks proceeding along the same route to detour around the road obstacles. In congested areas this is vitally important since serious traffic jams are not uncommon.

X X X X X X X X X

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.